

Fees- Infomercials (Metropolitan)

***For National (Metro and Regional) or Metro Only Infomercials
Effective October 2022***

| Category | Description | Unit Price (\$) Excl. GST | Unit Price (\$) Incl. GST | Priority Processing Service | Red Hot Service | Rush Hour Service |
|---|---|---------------------------|---------------------------|-----------------------------|-----------------|-------------------|
| New, Simple Infomercial (no precheck) | TVC longer than 180 seconds in duration that contains subject matter or claims that are generally non-scientific and uncomplicated. Examples include, but are not limited to, general household and retail items (excluding therapeutic claims) primarily governed by the Australian Consumer Law including: <ul style="list-style-type: none"> • kitchenware and homewares • gardening products • tools • DVDs and CDs • clothing items (excluding weight loss) | 1149.75 | 1264.73 | | | |
| New, Simple Infomercial (pre-checked) | TVC longer than 180 seconds in duration that contains subject matter or claims that are generally non-scientific and uncomplicated. Examples include, but are not limited to, general household and retail items (excluding therapeutic claims) primarily governed by the Australian Consumer Law including: <ul style="list-style-type: none"> • kitchenware and homewares • gardening products • tools • DVDs and CDs • clothing items (excluding weight loss) | 469.00 | 252.90 | 2 x Unit Price | 4 x Unit Price | 5 x Unit Price |
| New, Complex Infomercial (no precheck) | TVC longer than 180 seconds in duration that contains subject matter or claims that are generally complicated and are likely to require a lengthy review by senior members of the ClearAds Team. Examples include, but are not limited to: <ul style="list-style-type: none"> - therapeutic goods/devices | 1724.10 | 1896.51 | | | |

| | | | | | | |
|--|---|---------|---------|----------------|----------------|----------------|
| | <ul style="list-style-type: none"> - cosmetics (where therapeutic claims are made) - Weight loss products including gym equipment. | | | | | |
| New, Complex Infomercial (prechecked) | <p>TVC longer than 180 seconds in duration that contains subject matter or claims that are generally complicated and are likely to require a lengthy review by senior members of the ClearAds Team. Examples include, but are not limited to:</p> <ul style="list-style-type: none"> - therapeutic goods/devices - cosmetics (where therapeutic claims are made) - Weight loss products including gym equipment. | 704.00 | 774.40 | | | |
| Simple Revision (no precheck) | Changes to voice overs, testimonials, product or call to action inserts for Simple products or claims. | 448.35 | 493.19 | 2 x Unit Price | 4 x Unit Price | 5 x Unit Price |
| Simple Revision (prechecked) | Changes to voice overs, testimonials, product or call to action inserts for Simple products or claims. | 183.00 | 201.30 | | | |
| Complex Revision (no precheck) | Changes to voice overs, testimonials, product or call to action inserts for Complex products or claims. | 781.20 | 859.32 | | | |
| Complex Revision (prechecked) | Changes to voice overs, testimonials, product or call to action inserts for Complex products or claims. | 319.00 | 350.90 | | | |
| Minor Revision (Tag) | Single super or voice over changes, for example, phone number changes. | 200.55 | 220.61 | | | |
| Simple Precheck | Applies to scripts, storyboards and TVCs longer than 180 seconds in duration that contain subject matter or claims that are generally non-scientific and uncomplicated. | 768.00 | 844.80 | | | |
| Complex Precheck | Applies to scripts, storyboards and TVCs longer than 180 seconds in duration that contain subject matter or claims that are generally complicated and are likely to require additional review by senior members of the ClearAds Team. | 1153.00 | 1268.30 | | | |

Please note:

- An application for a Simple Infomercial may become Complex and vice versa, based on the subject matter within the TVC, the complexity of claims and the time taken to review.
- For infomercial turnaround times, please see the [Turnaround Times for ClearAds Information Sheet](#)

- A closing fee of 50% of an applicable rate will apply for where ClearAds has commenced review of an application and the applicant decides not to proceed. A closing fee may also apply where the 'On air date' has lapsed and ClearAds has not received any further information to proceed with the application.
- Charities registered with the ACNC are entitled to a discount of 50% of the Unit Price.