



COMMERCIALS CONTRACT
LOW BUDGET DIGITAL WAIVER

Terms

Definition	Commercials (as defined in Section 4) made for the Internet and/or new media platforms
Accessibility	Available to signatory and JPC authorizer ad agencies and advertisers
Budget Threshold	<p>\$50,000 (production budget, excluding non-talent related post-production costs) The Union understands that not all digital productions will have a unique budget and may instead be combined into a larger overall production budget for digital and traditional productions and other services. In such instances, Producer should use commercially reasonable efforts to determine that portion of the overall budget attributable to the digital only production.</p> <p>The Union will not require proof of production budgets upfront, and Producer will act in good faith when utilizing this waiver for low budget digital projects. Upon request, producer may be required to submit verification of the budget.</p>
Principal Session Fee	Negotiable
Extra Session Fee	Negotiable
Principal Use Fee	Negotiable
P&H	18%
Edits	Negotiable
Platforms	Internet & New Media
Exclusivity	No exclusivity rights may be acquired
MPU	<p>1-year from the date of the session Producer must negotiate with talent for any use past the MPU. However, if a commercial appears on a social media site after the expiration of the MPU but is not relevant to any current campaign and remains in the feed tied to its original posting date, no further payment shall be required provided that Producer complies with the Union's request, if made, to remove the commercial from the social media site.</p>
Preference	The Union agrees to waive the Taft-Hartley fine, but Producer is required to submit the Taft-Hartley form
Use in Other Media	Any commercial produced under this waiver subsequently used in whole or part in any other media covered by a SAG-AFTRA collective bargaining agreement requires full use fees for that medium (e.g., television or industrial use). Consent of any

principal performers appearing in the Commercial as used in television is required prior to any television use (due to potential existing conflicts).

Other

Performer/performer's representative must be notified at the time of audition that Producer intends to utilize this waiver.

No stunts or hazardous work.

All other terms and conditions of the 2016 SAG-AFTRA Commercials Contract apply except as modified above

Sunset Clause

This waiver sunsets with the expiration of the 2016 SAG-AFTRA Commercials Contract on March 31, 2019.