



## **2013 SAN DIEGO REGIONAL COMMERCIALS CODE**

### **I. TERM**

The expiration date of this Regional Contract will coincide with the dates of expiration of the 2013 SAG-AFTRA Commercials Contract and the 2013 SAG-AFTRA Radio Recorded Commercials Contract at midnight, March 31, 2016 and shall continue in effect thereafter until terminated by either party by 60 days' notice, in writing, to the other.

### **II. EFFECTIVE DATE**

This agreement shall be for a period commencing with the date of execution of a letter of adherence with respect to this agreement by both the party wishing to be adhered hereto and countersigned by SAG-AFTRA and shall apply to all commercials made during its term, whenever exhibited, but not to commercials made prior to its effective date. Salary rates and terms for this agreement shall not be retroactive to any date prior to the date the letter of adherence is signed and countersigned by the parties.

### **III. PURPOSE & JURISDICTION**

This San Diego Regional Commercials Code is applicable only to commercials produced and utilized within the City of San Diego, Imperial County and the Southern California broadcast area serviced by same, and as such will be considered the San Diego Zone. This contract modifies certain terms and conditions of the 2013 SAG-AFTRA Commercials Contract and the 2013 SAG-AFTRA Radio Recorded Commercials Contract (hereafter, "Commercials Contract(s)"). Only those terms and conditions that are expressly mentioned herein are modified by this Agreement. Terms and conditions that are not specified within this Agreement are unchanged and the applicable provision(s) of the Commercials Contract(s) shall govern.

### **IV. PENSION AND HEALTH/HEALTH AND RETIREMENT CONTRIBUTIONS**

With respect to commercials produced within the scope of the 2013 SAG-AFTRA Commercials Contract, Producer shall make appropriate contributions to the Screen Actors Guild-Producers Pension and Health Plans, the Industry Advancement and Cooperative Fund, the Administrative Maintenance Fund, and to any successor to any of these entities, in accordance with section 47 of the 2013 SAG-AFTRA Commercials Contract. With respect to commercials produced within the scope of 2013 SAG-AFTRA Radio Recorded Commercials Contract, Producer shall make appropriate contributions to the AFTRA Health and Retirement Funds, the AFTRA Industry Cooperative Fund, the Administrative Maintenance Fund, and to any successor to any of these entities, in accordance with section 66 of the 2013 SAG-AFTRA Radio Recorded Commercials Contract.

### **V. RATES**

The minimum rates for all productions under this contract which are produced in and for use within the jurisdiction as named in Section II shall be 65% of those within the Commercials Contract(s).

#### Use – One Year Prepaid Use

Producer may secure the use of a commercial for a period of one (1) year by payment of three (3) times the applicable 13-week rate.

#### Use – Twenty-One (21) Month Prepaid Use

Producer may secure the use of a Television or Radio Commercial for a period of twenty-one (21) months by payment of four (4) times the applicable 13-week rate.

All other terms and conditions as found in the Commercials Contract(s) shall apply to commercials produced under this contract.

**VI. EXTRA PERFORMERS**

Wherever Producer employs 15 or more registered extra performers for work in a particular commercial on a particular day, the Producer may employ any number of non-registered extras.

**VII. EXCLUSIVITY**

Principal performer exclusivity shall be limited to those commercials produced and utilized only within the geographical boundaries of the San Diego Zone, i.e. within the City of San Diego, Imperial County and the Southern California broadcast areas serviced by same. Exclusivity does not apply to radio commercials.

**VIII. RATE SUMMARY – TELEVISION**

<b>Principals (65%*)</b>	<b>13 weeks</b>	<b>One year</b>	<b>21 months</b>
San Diego On-Camera	\$435.97	\$1,307.91	\$1,743.88
San Diego Off-Camera	\$325.91	\$977.73	\$1,303.64

<b>Extras (65%)</b>	<b>Unlimited</b>	<b>13 weeks</b>
General	\$222.56	\$129.18
Hand Model	\$339.59	\$225.87

\*Includes weighted unit rating for the San Diego market