

2013 Texas Regional Commercials Code - Rate Sheet

Sample Rates - Memo Only - Effective through March 31, 2016

| TELEVISION | | PRIN. ON | PRIN. OFF | GRP 3-5 ON | GRP 3-5 OFF |
|--|----------|---|---------------|--|-----------------|
| SESSION FEE (Incl. One Unit of Use) | | \$502.20 | \$377.60 | \$367.64 | \$212.96 |
| Use Fees: Units 2 - 25 (Each) | | \$17.19 | \$11.76 | \$13.40 | \$4.75 |
| Units 26 - 60 (Each) | | \$6.38 | \$5.00 | \$6.91 | \$2.00 |
| Market Unit Weights: Dallas = 7, Houston =6, Austin = 2, San Antonio = 2, OK City = 2, All Others = 1 | | | | | |
| Examples: (Principal, On-camera, 13-week cycle) | | | | | |
| | Session | Add'l Units | Total | 1-Year Pre-Paid | |
| Dallas/Ft. Worth (7 units) | \$502.20 | (6)=\$103.14 | \$605.34 | \$1,816.05 | |
| Houston (6 units) | \$502.20 | (5)=\$85.95 | \$588.15 | \$1,764.48 | |
| Dallas/Ft. Worth AND Houston (13 units) | \$502.20 | (12)=\$206.28 | \$708.48 | \$2,125.51 | |
| San Antonio (2 units) | \$502.20 | (1)=\$17.19 | \$519.39 | \$1,558.18 | |
| Single Unit City | \$502.20 | \$0.00 | \$502.20 | \$1,506.60 | |
| EXTRAS | | GENERAL EXTRA | HAND MODEL | STATE UNIT TOTALS | |
| Unlimited Use | | \$273.92 | \$417.96 | TX = 32 units | |
| 13-week Limited Use | | \$159.00 | \$278.00 | AR = 7 Units | NM = 4 Unit |
| Extended Use | | \$205.08 | \$301.28 | LA = 7 Units | OK = 7 Units |
| STUDIO ZONES | | Mileage = 56.5¢ per driven mile (Subject to IRS Adjustments) | | | |
| Dallas | | 30-mile radius from Studios at Las Colinas - Royal at N. O'Connor Rd. | | | |
| Houston | | 30-mile radius from Jones Hall - Louisiana and Capitol. | | | |
| Austin | | 50-mile radius from State Capitol Building | | | |
| San Antonio | | 50-mile radius from The Alamo | | | |
| Per Diem: Breakfast = \$15.00, Lunch = \$25.00, Dinner = \$40.00 or \$80 for the day | | | | | |
| RADIO | | ANNCR. | SOLO/DUO | GRP 3 - 5 | |
| SESSION FEE (Includes one unit of use) | | \$222.88 | \$222.88 | \$164.20 | |
| Use Fees: Units 2 - 25 (Each) | | \$3.28 | \$3.28 | \$1.70 | |
| Units 26 + (Each) | | \$2.46 | \$2.46 | \$1.46 | |
| Examples: (Announcer, 13-week cycle) | | Session | Add'l Units | Total | 1-Year Pre-Paid |
| Dallas/Ft. Worth (7 units) | | \$222.88 | (6) = \$19.68 | \$242.56 | \$727.68 |
| Houston (6 units) | | \$222.88 | (5)=\$16.40 | \$239.28 | \$717.84 |
| San Antonio (2 units) | | \$222.88 | (1)=\$3.28 | \$226.16 | \$678.48 |
| Single Unit City (Single Mkt., 60 min. session) | | \$222.88 | \$0.00 | \$222.88 | \$668.64 |
| Demos/Non-Air/Copy Tests | | TV On | TV Off | Radio | |
| | | \$376.68 | \$188.80 | \$153.60 | |
| Tags (Each) | | TV On | TV Off | Radio | |
| 2 - 25 | | \$148.20 | \$112.32 | \$92.24 | |
| 26 - 50 | | \$82.72 | \$62.32 | \$66.20 | |
| 51+ | | \$45.28 | \$33.96 | \$36.12 | |
| For session rates and use fees not listed, compute at 80% of National Rates. | | | | | |
| AFTRA H & R and SAG P & H Contributions @ 16.8% | | | | | |
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| For Local Cable and other rates, visit our Production Center at www.sagaftra.org/production-center/documents | | | | | |