



## 2022 Commercials Preliminary Information Sheet

Date: \_\_\_\_\_

Advertiser or Advertising Agency Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Product or Service: \_\_\_\_\_

Description of Commercial: \_\_\_\_\_

\_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Number of Performers: \_\_\_\_\_ Number of Commercials: \_\_\_\_\_

Where will commercial air (e.g. TV Broadcast, Cable, Internet, etc.): \_\_\_\_\_

\_\_\_\_\_

YES    NO

1.         Does your company engage an outside/additional production company on commercials?
  
2.         Is your company directly involved in the planning of the commercial production?
  
3.         Does your company engage the crew?
  
4.         Does your company pay the crew salaries?



5.   Does your company engage the casting director?
6.   Does your company have the opportunity to make a profit (or risk a loss) from the production?
7.   If the answer to question 6 above is no, are you paid a fee?
8.   Does your company have knowledge of the commercial production specifics (i.e. when, location, number of days shooting, number of principal and extra performers)?
9.   Does your company provide contract expertise and make talent-related recommendations to the advertiser?
10.   Does your company estimate the talent costs for session and reuse?
11.   Does your company negotiate with the performer or the performer's agent?
12.   Is your company responsible for sending talent payment invoices to an outside payroll company?
13.   Does your company have its own payroll department for paying talent?
14.   Will you be involved in renegotiations and reinstatements?
15.   Is your company responsible for resolving claim disputes?
16.   Is your company responsible for assignment of rights or transfer of rights?



**17. Your company is:**

- Jingle House/Music House**
- Recording Studio/Post House**
- Business Affairs Services**
- Production Company**
- Advertising Agency**
- Advertiser**

**18. Who are your clients?**

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