

2009 Texas Regional Commercials Code - Rate Sheet

Sample Rates - Memo Only - Effective through March 31, 2012

TELEVISION	PRIN. ON	PRIN. OFF	GRP 3-5 ON	GRP 3-5 OFF
SESSION FEE (Incl. One Unit of Use)	\$473.75	\$356.25	\$346.80	\$200.90
Use Fees: Units 2 - 25 (Each)	\$16.22	\$11.10	\$12.64	\$4.48
Units 26 + (Each)	\$6.02	\$4.72	\$6.52	\$1.89

Market Unit Weights: Dallas = 7, Houston =6, San Antonio = 2, All Others = 1

Examples: (Principal, On-camera, 13-week cycle)	Session	Add'l Units	Total	1-Yr. Pre-Paid
Dallas/Ft. Worth (7 units)	\$473.75	(6)=\$97.32	\$571.05	\$1,713.15
Houston (6 units)	\$473.75	(5)=\$81.10	\$554.85	\$1,664.55
Dallas/Ft. Worth AND Houston (13 units)	\$473.75	(12)=\$194.64	\$668.40	\$2,005.20
San Antonio (2 units)	\$473.75	(1)=\$16.22	\$489.95	\$1,469.85
Single Unit Market	\$473.75	\$0.00	\$473.75	\$1,421.25

EXTRAS	GENERAL EXTRA	HAND MODEL	STATE UNIT TOTALS	
Unlimited Use	\$258.40	\$394.30	TX = 32 units	
13-week Limited Use	\$150.00	\$262.30	AR = 7 Units	NM = 4 Unit
Extended Use	\$193.50	\$284.25	LA = 7 Units	OK = 7 Units

STUDIO ZONES	Mileage = 50¢ per driven mile (Subject to periodic IRS Adjustment)
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 the State Capitol Building
San Antonio	50-mile radius from The Alamo

Per Diem: Breakfast = \$10.95, Lunch = \$16.40, Dinner = \$30.25

RADIO	ANNCR.	SOLO/DUO	GRP 3 - 5
SESSION FEE (Includes one unit of use)	\$210.30	\$210.30	\$154.90
Use Fees: Units 2 - 25 (Each)	\$3.10	\$3.10	\$1.61
Units 26 + (Each)	\$2.33	\$2.33	\$1.38

Examples: (Announcer, 13-week cycle)	Session	Add'l Units	Total	1-Yr. Pre-Paid
Dallas/Ft. Worth (7 units)	\$210.30	(6) = \$18.60	\$228.90	\$686.70
Houston (6 units)	\$210.30	(5)=\$15.50	\$225.80	\$677.40
San Antonio (2 units)	\$210.30	(1)=\$3.10	\$213.40	\$640.20
Single Unit Market	\$210.30	\$0.00	\$210.30	\$630.90

Demos/Non-Air/Copy Tests	TV On	TV Off	Radio
	\$355.35	\$178.10	\$144.90
TAGS (Each)	TV On	TV Off	Radio
2 - 25	\$139.80	\$105.96	\$87.00
26 - 50	\$78.04	\$58.80	\$62.45
51+	\$42.72	\$32.04	\$34.10

*** * * * * SAG P&H / AFTRA H&R CONTRIBUTIONS ARE 15.5% * * * * ***

Most rates are rounded to the nearest nickel. For session fees and use not listed, compute at 80% of National Rates.

For Local Cable Rates, see Local Cable Agreements in National Television Commercials Memoranda.

Contact Information:	Phone	Fax	E-Mail
Screen Actors Guild	214-379-1171	214-379-1172	linda.dowell@sag.org
15110 Dallas Pkwy Ste 440, Dallas, 75248	800-724-0767ext7		trish.avery@sag.org
AFTRA			
15110 Dallas Pkwy Ste 445, Dallas, 75248	214-363-8300	214-363-5386	tjones@aftra.com