



KENYA CASTING AGENTS MODELS AND TALENT WELFARE ASSOCIATION

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APPROVED RATE CARD FOR TELEVISION COMMERCIALS AND PRINT ADVERTISEMENTS

A guide to the prevailing rates for and treatment of models and artists in Kenya

(Effective 1 Jan 2014 – 31 Dec 2014)

1. STIPULATIONS

- 1.1. The figures in the tables below are the absolute minimum that will apply.
- 1.2. Companies with a high profile, and corporate and international clients and brands will pay considerably higher fees.
- 1.3. Body exposing images/dress, alcoholic drinks, tobacco products and contraceptive products will attract a 50% surcharge to the rates.
- 1.4. Higher fees will apply when using top models or celebrities to endorse a product.
- 1.5. The terms "model", "artist" and "talent" are used interchangeably and mean the same thing in this tariff card.
- 1.6. These rates will be revised annually by 10% or by the prevailing inflation rates, whichever is higher.
- 1.7. All the fees below are for TWO-YEAR CONTRACTS ONLY. Contracts for a longer period must be negotiated. Out-right buyouts may also be negotiated separately.
- 1.8. Contracts for one year buyout will be quoted on a case by case basis.
- 1.9. Campaigns for less than 12 months will be calculated at 75% of the relevant rate.
- 1.10. All rates are for one campaign/execution. It is presumed that each shoot is for a single campaign unless otherwise indicated prior to signing of contract. Any campaign using the same model for more than one execution per shoot shall attract an additional 50% fee per execution.

2. BUYOUT REGIONS

- 2.1. East Africa includes Kenya, Uganda, Tanzania, Rwanda and Burundi
- 2.2. Pan Africa includes any African country in addition to the 5 countries which make up East Africa (thus East Africa plus one or more other African countries), or any 6 or more African countries
- 2.3. Global includes any region beyond Africa, internet usage, website usage

TELEVISION COMMERCIALS

1. DEFINITION OF ROLES

- **Principles:** Lead or hero or main character or bearer of the message
- **Semi-principles:** This role directly supports the principle. Minimal difference in payment
- **Featured:** Fill-up artist whose features are distinctly visible. This is a non-verbal role. A Featured artist with a speaking role automatically qualifies as a Semi-Principle.
- **Extras:** Fill-up artist whose features **ARE NOT DISTINCT**. This is a non-speaking role. An Extra with a speaking role will automatically be upgraded to the role of a Featured artist.

2. TELEVISION COMMERCIAL RATES (IN KENYA SHILLINGS PER PERSON):

| | | Kenya | East Africa | Pan Africa | Global |
|--------------------------|-------------|---------|-------------|------------|---------|
| If alone in commercial | Minimum | 150,000 | 300 000 | 450 000 | 600 000 |
| Principles | Minimum | 80,000 | 160 000 | 240 000 | 320 000 |
| Semi-principle | Minimum | 60 000 | 120 000 | 180 000 | 240 000 |
| Featured | Minimum | 50 000 | 100 000 | 150 000 | 200 000 |
| Extras fewer than 20 Pax | Minimum/Day | 10 000 | 10 000 | 10 000 | 10 000 |
| Extras more than 20 Pax | Minimum/Day | 5 000 | 5 000 | 5 000 | 5 000 |

NOTE:

- The above rates are based on a scheduled one-day shoot (one day being counted as within 12 hours from call time until wrap).
- If the shoot is scheduled for more than one day, a daily rate of KES 5,000 should be paid on top of the original figure for Principles, Semi-principles and Featured.
- Extras should be paid double as soon as 12 hours are exceeded.

3. TELEVISION COMMERCIAL PILOT PROJECT RATES (IN KENYA SHILLINGS PER PERSON):

These will be paid in cash up-front

| | |
|---------------------|--------|
| All artists minimum | 10 000 |
|---------------------|--------|

Note: Extra days incur a KES 5, 000 rate per extra day.

4. CHILDRENS FEES

| | |
|-----------------------------------|--|
| Children above the age of 4 years | Same as the adult rate above |
| Children 4 years and below | 75% of the rates above except when they are used as the principal whereupon they will attract the same rate as an adult. |

5. CHAPERONES

This refers to Baby-sitters, parents and guardians for children aged 4years and below.

| | Nairobi | Out of Nairobi, within the country | Overseas |
|------------------------------|---------|------------------------------------|----------|
| Chaperone minimum daily rate | 5 000 | 8 000 | 15 000 |

6. WARDROBE

Fees for use of models own wardrobe (in KES per item)

| Item | Full Outfit | Single Item | Damage | Alteration |
|-----------------|-------------|-------------|--------------------|--------------|
| Minimum payment | 2 000 | 1 000 | Full reimbursement | Full payment |

NOTE:

- Wardrobe fees will be paid directly to the model or the agency, but must be paid on the day of the shoot.

7. PROPS

Artist's personal props e.g. umbrellas, briefcases, sunglasses etc.

Minimum KES 500 per prop per day or 10% of the value of the item, whichever is higher

NOTE:

- Prop fees will be paid directly to the model or the agency, but must be paid on the day of the shoot.

8. HAIR AND NAILS

Any alterations or changes in the style of either hair or nails must be provided for or reimbursed e.g. braids or extensions, relax hair, shave etc.

9. SHOOTS OUTSIDE NAIROBI

| | In Kenya | Outside Kenya |
|------------------------------------|----------|---------------|
| Minimum per diem allowance minimum | 5 000 | US \$ 300 |

10. RENEWALS

TVC renewals incur a 20% increase in original usage fees, or the prevailing rates, whichever is higher.

11. SERVICE CHARGE/CASTING FEE

A minimum 10% Casting Agent service fee will be levied on each job.

PRINT ADVERTISEMENTS

The breakdown is based upon the number of people appearing in the advertisement, (see grouping index).

1. GROUPING INDEX

G1: 1 person

G2-5: 2 – 5 people

G6 +: 6 or more people

2. CATEGORY DEFINITIONS

2.1. OUTDOOR

- Billboard
- Banners
- Wall branding

2.2. MOVING IMAGES

- Vehicle Branding
- T-shirt branding

2.3. POINT OF SALE ADVERTISEMENTS (POS)

- L.E.D (Light Emitting Diode) screens
- Signage at premises
- In-store branding

3. PRINT ADVERTISEMENT RATES:

- Kindly note all stipulations indicated with each specific category
- All rates are in Kenya Shillings

1) ALL PRINT INCLUDING OUTDOOR ADVERTISING (NOT INCLUDING MOVING IMAGES)

| | |
|-----------------------|---------|
| Minimum fee per model | 250 000 |
| For moving images | Add 20% |

Renewals incur a 20% raise in original usage fees.

2) ALL PRINT EXCLUDING OUTDOOR ADVERTISING

| | |
|-----------------------|---------|
| Minimum fee per model | 150 000 |
|-----------------------|---------|

Renewals incur a 20% raise in original usage fees.

3) BILLBOARDS ONLY

| | Kenya | East Africa | Pan Africa | Global |
|-------------|---------|-------------|------------|---------|
| G1 | 150 000 | 300 000 | 450 000 | 600 000 |
| G2-5 | 100 000 | 200 000 | 300 000 | 400 000 |
| G6 + | 60 000 | 120 000 | 180 000 | 240 000 |

Renewals incur a 20% raise in original usage fees.

4) TRAFFIC ADVERTISING/MOVING IMAGES (VEHICLE BRANDING I.E. IMPRINTS OR POSTERS ON VANS, TRACKS, CARS ETC)

| | |
|-------------|----------------------|
| G1 | Minimum 200 000 |
| G2-5 | Minimum 120 000 each |
| G6 + | Minimum 90 000 each |

Renewals incur a 20% raise in original usage fees.

5) POSTERS – POINT OF SALE ONLY, UP TO A1 SIZE

All individuals are equally prominent on this size of poster meriting equal pay

| | Kenya | East Africa | Pan Africa | Global |
|---------|--------|-------------|------------|---------|
| Minimum | 50 000 | 100 000 | 150 000 | 200 000 |

Renewals incur a 20% raise in original usage fees.

6) PRESS ADS (MAGAZINES AND NEWSPAPERS ONLY)

All individuals are equally prominent on this size of poster meriting equal pay

| | Kenya | East Africa | Pan Africa | Global |
|---------|--------|-------------|------------|---------|
| Minimum | 50 000 | 100 000 | 150 000 | 200 000 |

Renewals incur a 20% raise in original usage fees.

7) POINT OF SALE MATERIAL

Flyers, danglers or small freestanding cardboard posters up to A1 size

| | Kenya | East Africa | Pan Africa | Global |
|---------|--------|-------------|------------|---------|
| Minimum | 50 000 | 100 000 | 150 000 | 200 000 |

Renewals incur a 20% raise in original usage fees.

8) POINT OF SALE MATERIAL LARGER THAN A1 SIZE

| | Kenya | East Africa | Pan Africa | Global |
|-------------|---------|-------------|------------|---------|
| G1 | 150 000 | 300 000 | 450 000 | 600 000 |
| G2-5 | 100 000 | 200 000 | 300 000 | 400 000 |
| G6 + | 60 000 | 120 000 | 180 000 | 240 000 |

Renewals incur a 20% raise in original usage fees.

9) BROCHURES

Includes Hotel and Company brochures and pamphlets, and Company annual reports

| | |
|------------|--|
| Minimum | 30 000 per model for a buy-out period of maximum 2 years |
| Daily rate | 15 000 on top of buy-out fee |

Renewals incur a 20% raise in original usage fees.

10) CALENDARS

Minimum 50 000 per model per page

Renewals incur a 20% raise in original usage fees.

11) PACKAGING (BRANDING)

| | FMCG (Fast Moving Consumer Goods) | Non - FMCG |
|-------------------|-----------------------------------|---------------------------------|
| Minimum per model | 1,000,000 | 500 000 Buy out period 2 – 5yrs |

Renewals incur a 20% raise in original usage fees.

12) WEBSITES

The fee will depend on the nature of the website, the number of hits it receives, the number of pages on the site etc.

Minimum 80 000

Renewals incur a 20% raise in original usage fees.

13) USAGE OF BODY PART SUCH AS HANDS/EYES/LEGS

Minimum 10 000

Renewals incur a 20% raise in original usage fees.

COMBINATIONS OF ALL ABOVE RATES (BLOCK PRICING)

- All rates are in Kenya Shillings
- Rates are per model

1. TVC & PRESS & POSTERS

| | Kenya | East Africa | Pan Africa | Global |
|----------------|---------|-------------|------------|---------|
| Principle | 120 000 | 240 000 | 360 000 | 480 000 |
| Semi-principle | 90 000 | 180 000 | 270 000 | 360 000 |
| Featured | 80 000 | 150 000 | 230 000 | 300 000 |

2. TVC & PRESS & POSTERS & INTERNET

| | Kenya | East Africa | Pan Africa | Global |
|----------------|---------|-------------|------------|---------|
| Principle | 180 000 | 360 000 | 540 000 | 720 000 |
| Semi-principle | 140 000 | 270 000 | 400 000 | 540 000 |
| Featured | 120 000 | 230 000 | 340 000 | 450 000 |

3. TVC & BILLBOARD

| | Kenya | East Africa | Pan Africa | Global |
|----------------|---------|-------------|------------|---------|
| Principle | 120 000 | 240 000 | 360 000 | 480 000 |
| Semi-principle | 90 000 | 180 000 | 270 000 | 360 000 |
| Featured | 80 000 | 150 000 | 230 000 | 300 000 |

4. TVC & ALL PRINT

| | Kenya | East Africa | Pan Africa | Global |
|----------------|---------|-------------|------------|---------|
| Principle | 200 000 | 400 000 | 600 000 | 800 000 |
| Semi-principle | 150 000 | 300 000 | 450 000 | 600 000 |
| Featured | 130 000 | 250 000 | 380 000 | 500 000 |

5. TVC & ALL PRINT & BILLBOARD

| | Kenya | East Africa | Pan Africa | Global |
|----------------|---------|-------------|------------|-----------|
| Principle | 280 000 | 560 000 | 840 000 | 1 120 000 |
| Semi-principle | 210 000 | 420 000 | 630 000 | 840 000 |
| Featured | 180 000 | 350 000 | 530 000 | 700 000 |

6. TVC & ALL PRINT & BILLBOARD & INTERNET

| | Kenya | East Africa | Pan Africa | Global |
|-----------------------|---------|-------------|------------|-----------|
| Principle | 350 000 | 700 000 | 1 050 000 | 1 400 000 |
| Semi-principle | 260 000 | 530 000 | 790 000 | 1 050 000 |
| Featured | 220 000 | 440 000 | 660 000 | 880 000 |

7. ALL PRINT

| | Kenya | East Africa | Pan Africa | Global |
|-----------------------|---------|-------------|------------|---------|
| Principle | 160 000 | 320 000 | 480 000 | 640 000 |
| Semi-principle | 120 000 | 240 000 | 360 000 | 480 000 |
| Featured | 100 000 | 200 000 | 300 000 | 400 000 |

8. ALL PRINT & BILLBOARD (OUTDOOR)

| | Kenya | East Africa | Pan Africa | Global |
|-----------------------|---------|-------------|------------|-----------|
| Principle | 250 000 | 500 000 | 750 000 | 1 000 000 |
| Semi-principle | 190 000 | 380 000 | 560 000 | 750 000 |
| Featured | 160 000 | 320 000 | 480 000 | 630 000 |

9. 360° CAMPAIGN

| | Kenya | East Africa | Pan Africa | Global |
|-----------------------|-----------|-------------|------------|-----------|
| Principle | 1.5 m | 3m | 4.5m | 6m |
| Semi-principle | 1 130 000 | 2 250 000 | 3 380 000 | 4 500 000 |
| Featured | 940 000 | 1 880 000 | 2 820 000 | 3 750 000 |

• CHILDRENS FEES

| | |
|-----------------------------------|--|
| Children above the age of 4 years | Same as the adult rate above |
| Children 4 years and below | 75% of the rates above except when they are used as the principal whereupon they will attract the same rate as an adult. |

• RE-SHOOTS

| | |
|---------------------|---|
| First reshoot | Free (same location and same campaign) |
| Subsequent reshoots | 25% fee of the principle amount (same location and same campaign) |

Note: Payment for re-shoot to be paid **in cash on the day of the shoot.**

TERMS AND TREATMENT FOR CASTING AGENTS AND MODELS

1. **FOOD AND TRANSPORT WILL BE PROVIDED FOR ALL CAST ON PRINT SHOOTS**
2. **CASTING FEES**

- This fee is applied to the actual search for artists who may not exist in Casting Agency files and/or for conducting the casting session.
- Casting Director fee will be minimum KES30 000, depending on the complexity of the job.
- The casting fee is due in full after the final selection of cast and prior to the day of shoot.

3. **REQUEST FOR ADEQUATE BRIEF**

We kindly request that you provide us with a complete Brief/Storyboard before any casting is undertaken.

4. **LPO**

We kindly request that you provide us with an L.P.O before any casting is undertaken. IN REGARD to WITHOLDING TAX– THE CERTIFICATE SHOULD BE ISSUED WITH THE PAYMENT. THIS CERTIFICATE IS ISSUED BY THE ADVERTISING AGENCY/PRODUCTION HOUSE AND NOT BY K.R.A SO NO DELAYS ARE JUSTIFIED.

5. **AUDITIONS**

- People who attend auditions with friends or family that are registered with an agency will be considered to belong to that agency for that specific job should they be selected.
- Please note that models shall not put their telephone numbers on casting sheets unless by prior arrangement with the agents. Unfortunately, models are being contacted directly by some unscrupulous clients following attendance of auditions.

OTHER CONSIDERATIONS

In order to enable casting agents/directors serve you better, kindly consider the following:

1. Please fax or send **in writing** the casting brief, storyboard, artists' rates and casting rates **before** requesting cast. This will help Casting Agents to fully prepare the artists before auditions and eliminate confusion as to the artist's role (i.e. principal, extra etc).
2. Please prepare a **separate L.P.O** for casting (due in with the brief before cast is sent in).
3. Please prepare a **separate L.P.O** for the artists with specifications on usage and fees, upon final selection of cast (due prior to the day of the shoot).
4. Please provide transport from a convenient location if you require artists on set before 8:00am or if the location is over 7 Km out of Nairobi city center.
5. Please strive to give a minimum of **two working days notice** (a working day is 8:00am – 5:00pm) before calling Casting Agents to send in cast for auditions.

6. Please strive to give at least **two working days notice** before asking Casting Agents to send cast for a shoot.
7. Please strive to schedule shoots for children on the weekend or holidays.
8. A representative of the casting or modeling agency must be permitted to be present during casting and/or on set when their artists are shooting.
9. Please do not make payments to the artists on set (no matter how small the amount) **apart from wardrobe fees**. All payments should be made directly to the Agencies that provided you with the artist(s).
10. Please be specific about how many days the shoot will take and how many hours the talent will be required on set. This shall be established before the shoot. Over-time due to technical or weather hitches must be paid for at a rate of KES 10,000 per day for principals, semi-principles and featured artists, and at the daily rate agreed for extras.
11. Food and soft drinks must be provided to all cast when on location including print jobs.
12. **A 25% fee will be applicable for any work undertaken by a model that is then rejected by the client.**
13. Travel days are charged at 50% of the daily rate.
14. Model Release forms shall be presented to the Casting Agency in advance of the job. Models should always sign Model Release forms prior to shooting. **Model release forms must be specific as to the image and region usage, and applicable payments.**
15. **MODELS AND CASTING AGENCIES MUST BE SUPPLIED WITH COPIES OF ALL MODEL RELEASE FORMS IMMEDIATELY AFTER THE SHOOT for record keeping and future reference.**
16. Fees shall be paid on completion and approval of the job by the client, but must be settled within 30 days of invoicing. On no account shall material be aired or published before the talent has been paid.

TARIFFS FOR VOICE OVERS, SCREEN ACTORS (TV AND FILM) AND MODELING ARE LAID OUT SEPARATELY

If not attached with this document, kindly request through this email address:
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