

Texas Regional Commercials Code, 2006-2008 Extension

Sample Rates - Memo Only

TELEVISION	PRIN. ON	PRIN. OFF	GRP 3-5 ON	GRP 3-5 OFF
SESSION FEE (Incl. One Unit of Use)	\$453.70	\$341.10	\$332.10	\$192.40
Market Unit Weights: Dallas/Ft. Worth = 6, Houston = 5, San Antonio = 2, All Others = 1				
Use Fees: Units 2 - 25 (Each)	\$15.53	\$10.62	\$12.10	\$4.29
Units 26 + (Each)	\$5.76	\$4.52	\$6.24	\$1.81
Examples: (Principal, On-camera, 13-week cycle)	Session	Add'l Units	Total	1-Year Pre-Paid
Dallas/Ft. Worth (6 units)	\$453.70	(5)=\$77.65	\$531.35	\$1,594.05
Houston (5 units)	\$453.70	(4)=\$62.12	\$515.80	\$1,547.40
Dallas/Ft. Worth AND Houston (11 units)	\$453.70	(10)=\$155.30	\$609.00	\$1,827.00
San Antonio (2 units)	\$453.70	(1)=\$15.53	\$469.25	\$1,407.75
Single Unit City	\$453.70	\$0.00	\$453.70	\$1,361.10
EXTRAS	GENERAL EXTRA	HAND MODEL	STATE UNIT TOTALS	
Unlimited Use	\$247.45	\$377.60	TX = 28 units	
13-week Limited Use	\$143.65	\$251.15	AR = 5 Units	NM = 4 Unit
Extended Use	\$185.30	\$272.20	LA = 7 Units	OK = 4 Units
STUDIO ZONES	Mileage = 48.5¢ per driven mile (subject to periodic IRS adjustment)			
Dallas/Ft. Worth	30-mile radius from Studios at Las Colinas - Royal at N. O'Connor Rd.			
Houston	30-mile radius from Jones Hall - Louisiana and Capitol.			
Per Diem: Breakfast = \$10.50, Lunch = \$15.70, Dinner = \$28.95				
RADIO	ANNCR.	SOLO/DUO	GRP 3 - 5	
SESSION FEE (Includes one unit of use)	\$199.60	\$199.60	\$147.05	
Use Fees: Units 2 - 25 (Each)	\$2.94	\$2.94	\$1.53	
Units 26 + (Each)	\$2.21	\$2.21	\$1.30	
Examples: (Announcer, 13-week cycle)	Session	Add'l Units	Total	1-Year Pre-Paid
Dallas/Ft. Worth (6 units)	\$199.60	(5)=\$14.70	\$214.30	\$642.90
Houston (5 units)	\$199.60	(4)=\$11.76	\$211.35	\$634.05
San Antonio (2 units)	\$199.60	(1)=\$2.94	\$202.55	\$607.65
Single Unit City (Single Mkt., 60 min. session)	\$137.55	\$0.00	\$137.55	\$412.65
Demos/Non-Air/Copy Tests	TV On	TV Off	Radio	
	\$340.30	\$170.55	\$137.55	
TAGS (Each)	TV On	TV Off	Radio	
2 - 25	\$133.90	\$101.50	\$82.60	
26 - 50	\$74.70	\$56.30	\$59.30	
51+	\$40.90	\$30.70	\$32.35	
* * * * * SAG P&H CONTRIBUTIONS ARE 14.8% * * * * *				
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	
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