



To: All ANA-4A's Joint Policy Committee on Broadcast Talent Union Relations ("JPC") Authorizers

From: Douglas J. Wood, JPC Chief Negotiator
Stacy Marcus, JPC Legal Counsel
Kim Stevens, JPC Director of Industry Relations

Date: June 14, 2017

Re: **Rate Reductions for Certain Audio Commercials**

SAG-AFTRA recently granted a waiver that permits reduced rates for commercials that air on Internet radio and/or music-streaming platforms as "targeted personalized brand messaging featuring variables such as location, time of day or device." Pursuant to Section 73 – Most Favored Nations of the 2016 Audio Commercials Contract (item #23 in the Memorandum of Agreement), the JPC has elected to extend the terms and conditions of such waiver to its authorizers.

The reduced rates for such targeted/addressable audio commercials are as follows:

Session:	\$250 for 120 minutes
Tags:	\$20 per tag/segment for tags/segments 1-40 \$15 per tag/segment for tags/segments 41-100
Use Period:	8 weeks of use at \$300 12 weeks of use at \$400
H&R Contributions	18%

Please note, per Section 73, only JPC authorizers may utilize the foregoing reduced rates. Should you have any questions, please contact Kim Stevens, JPC Director of Industry Relations, at kstevens@jointpolicycommittee.org.