



PRICING CALCULATOR

Directions: Complete the following form in its entirety. Inputs are for session and broadcast (and Internet and/or New Media use, if any) use of one commercial only. Please send the completed form to Kim Stevens at kstevens@jointpolicycommittee.org. Allow 2 business days for a response. You may use this pricing calculator for free up to three times per advertiser, per quarter. Additional pricing requests will be \$500 per request. You will receive a summary sheet showing which pricing structure is expected to be most cost effective based on the information you provided.

Disclaimer: The pricing calculator is provided as-is and as an educational tool only. This tool is meant to cover fees for performers covered by the SAG-AFTRA Commercials Contracts only. The Joint Policy Committee, LLC and the Valentiam Group make no representation, guarantee, or warranty of any kind regarding the calculations and any estimated or actual savings results. The cost estimate is subject to change and such information should not be relied upon as a guaranteed payment. Actual pricing may vary based on a number of factors, including changes to your production and media plans, taxes, and any fees charged by third-party vendors.

REQUEST DATE	CONTACT NAME	CONTACT PHONE NUMBER	CONTACT EMAIL ADDRESS																														
ADVERTISER		COMMERCIAL TITLE and/or AD ID	COMMERCIAL LENGTH																														
COMMERCIAL USE INPUTS																																	
FIRST SESSION DATE _____ FIRST AIR DATE _____		<input type="checkbox"/> INTERNET <input type="checkbox"/> 4 WEEK <input type="checkbox"/> 8 WEEK <input type="checkbox"/> 1 YEAR CYCLE _____ TO _____																															
<input type="checkbox"/> CREDIT SESSION FEE <input type="checkbox"/> CREDIT HOLDING FEE		<input type="checkbox"/> NEW MEDIA <input type="checkbox"/> 4 WEEK <input type="checkbox"/> 8 WEEK <input type="checkbox"/> 1 YEAR CYCLE _____ TO _____																															
<input type="checkbox"/> WILD SPOT SEE PAGE 3 FOR WILD SPOT CITIES		<input type="checkbox"/> DEALER <input type="checkbox"/> 6 MONTH <input type="checkbox"/> 8 WEEK CYCLE _____ TO _____ <input type="checkbox"/> TYPE A <input type="checkbox"/> TYPE B <input type="checkbox"/> PLUS NY																															
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th>CYCLE</th> <th>TO</th> <th>UNITS</th> <th>NY</th> <th>LA</th> <th>CHICAGO</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>		CYCLE	TO	UNITS	NY	LA	CHICAGO																									<input type="checkbox"/> FOREIGN USE (EXCLUDING U.S., CANADA, MEXICO) <input type="checkbox"/> UNITED KINGDOM CYCLE _____ TO _____ <input type="checkbox"/> EUROPE CYCLE _____ TO _____ <input type="checkbox"/> JAPAN CYCLE _____ TO _____ <input type="checkbox"/> ASIA-PACIFIC CYCLE _____ TO _____ <input type="checkbox"/> REST-OF-WORLD CYCLE _____ TO _____ <input type="checkbox"/> WORLDWIDE CYCLE _____ TO _____	
CYCLE	TO	UNITS	NY	LA	CHICAGO																												
<input type="checkbox"/> UNWIRED NETWORK CYCLE _____ TO _____		<input type="checkbox"/> LOCAL PROGRAM CYCLE _____ TO _____ <input type="checkbox"/> CLASS B <input type="checkbox"/> W/ NY <input type="checkbox"/> CLASS C																															
<input type="checkbox"/> CLASS A USE CYCLE _____ TO _____ USE # _____ CYCLE _____ TO _____ USE # _____ CYCLE _____ TO _____ USE # _____ CYCLE _____ TO _____ USE # _____		<input type="checkbox"/> LATE NIGHT WAIVER NUMBER OF USES _____																															
<input type="checkbox"/> CABLE CYCLE _____ TO _____ UNIT # _____ CYCLE _____ TO _____ UNIT # _____ CYCLE _____ TO _____ UNIT # _____ CYCLE _____ TO _____ UNIT # _____		<input type="checkbox"/> LOCAL CABLE CYCLE _____ TO _____ SUBS. _____ CYCLE _____ TO _____ SUBS. _____ CYCLE _____ TO _____ SUBS. _____ CYCLE _____ TO _____ SUBS. _____																															
<input type="checkbox"/> DIGINETS CYCLE _____ TO _____ UNIT # _____ CYCLE _____ TO _____ UNIT # _____ CYCLE _____ TO _____ UNIT # _____ CYCLE _____ TO _____ UNIT # _____		<input type="checkbox"/> INDUSTRIAL/THEATRICAL <input type="checkbox"/> DISTRIBUTION ON PHYSICAL MEDIA CYCLE _____ TO _____																															
SEE PAGE 4 FOR SPANISH WILD SPOT CITIES																																	
<input type="checkbox"/> SPANISH LANGUAGE COMMERCIALS <input type="checkbox"/> WILD SPOT CYCLE _____ TO _____ NUMBER OF WILD SPOT UNITS PER CYCLE _____ <input type="checkbox"/> SPANISH LANGUAGE NETWORK CYCLE _____ TO _____ <input type="checkbox"/> SPANISH LANGUAGE FOREIGN USE <input type="checkbox"/> AMERICAS <input type="checkbox"/> CARRIBEAN <input type="checkbox"/> BOTH																																	



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REQUEST #	COMMERCIAL TITLE and/or AD ID		
PERFORMER INPUTS			
Please list all of the performers for the commercial below.			
PERFORMER TYPE	NUMBER OF PERFORMERS	OVERSCALE (IF APPLICABLE)	# OF ADDITIONAL NON-COMPETITIVE PRODUCTS
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WILD SPOT UNIT RATINGS	
<i>Sources: Nielsen Media Research, SNL Kagan</i>	
Television Market Areas	2019 Unit Weight
Atlanta	6
Austin	2
Baltimore	3
Boston	6
Charlotte	3
Cincinnati	2
Cleveland	3
Columbus, OH	2
Dallas-Fort Worth	7
Denver	4
Detroit	5
Greenville-Spartanburg-Asheville-Anderson, NC	2
Harrisburg-Lancaster-Lebanon-York	2
Hartford-New Haven	2
Houston	6
Indianapolis	2
Kansas City	2
Las Vegas	2
Mexico/Mexico City	52
Miami	4
Milwaukee	2
Minneapolis - St. Paul	4
Montreal	4
Nashville	2
Orlando-Daytona Beach	4
Philadelphia	8
Phoenix	5
Pittsburgh	3
Portland, OR	3
Puerto Rico	3
Raleigh-Durham	3
Sacramento-Stockton	3
Salt Lake City	2
San Antonio	2
San Diego	2
San Francisco	6
Seattle-Tacoma	5
St. Louis	3
Tampa-St. Petersburg	5
Toronto	9
Vancouver, B.C.	4
Washington, D.C.	7
West Palm Beach - Ft. Pierce	2
<i>Any Other Cities Not Listed Above</i>	1



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SPANISH WILD SPOT UNIT RATINGS	
<i>Sources: Nielsen Media Research, SNL Kagan</i>	
Television Market Areas	2019 Unit Weight
Albuquerque, NM	3
Atlanta, GA	2
Austin, TX	2
Boston, MA	2
Chicago, IL	10
Dallas - Ft. Worth, TX	10
Denver, CO	3
El Centro, CA; Yuma, AZ; and Mexicali, MX (combined)	6
El Paso, TX and Juarez, MX (combined)	11
Fresno and Visalia, CA (combined)	3
Houston, TX	12
Laredo, TX and Nueva Laredo, MX (combined)	2
Las Vegas, NV	2
Los Angeles, CA	39
McAllen, TX; Brownsville, TX; and Matamoros, MX (combined)	8
Miami, FL	17
New York, NY	32
Orlando, FL	3
Philadelphia, PA	3
Phoenix, AZ	7
Puerto Rico	21
Sacramento, CA	5
San Antonio, TX	8
San Diego, CA and Tijuana, MX	13
San Francisco, CA	8
Tampa, FL	3
Washington, D.C.	3
<i>Any Other Cities Not Listed Above</i>	1