



client alert

June 30th Posting:

Commercial Service Fee

Dear Valued Client,

As you may already be aware from the May 28th announcement from Robert Liodice (ANA) and Nancy Hill (4A's), effective July 1, 2009, advertising agencies and advertisers that are JPC authorizers will be responsible for a one-time fee of \$75.00 per new television commercial. This fee will be charged only on the first use of a new commercial. There is no fee for allowable edits or maximum use renewals. Upon your authorization to pay a first use cycle for these commercials, Talent Partners will include the \$75.00 fee on the corresponding invoice. Talent Partners will then remit the fees to the ANA on behalf of the JPC on a monthly basis.

chicago
los angeles
new york

In order to avoid any incorrect billing of the Commercial Service Fee, Talent Partners will send you a list of your clients. Please indicate in the appropriate column your instructions for inclusion or exclusion of this fee for each of these advertisers.

We request that you return this list to your Talent Partners representative as soon as possible.

If you have any questions regarding the funding process or application of the Commercial Service Fee, please follow the attached link to the JPC website
http://jpc.typepad.com/joint_policy_committee/2009/06/jpc-commercial-services-fee-csf.html.

If you are unsure of whether your agency is a JPC authorizer, please contact Kathleen Quinn at the 4A's (Kathleen@aaaa.org). If you are unsure of whether an advertiser is a JPC authorizer, please contact Marilyn Colaninno of Reed Smith (mcolaninno@reedsmith.com)

For any questions concerning the actual invoicing process, please contact your Talent Partners representative.

We thank you for your assistance.

Your Client Service Team