

# Talent Estimate Request Form

TV  Radio  Spanish Language Contract



Agency \_\_\_\_\_ Advertiser \_\_\_\_\_  
 Requested By \_\_\_\_\_ Commercial ID# \_\_\_\_\_  
 Request Date \_\_\_\_\_ Due Date \_\_\_\_\_ Title/Length \_\_\_\_\_

Ref # \_\_\_\_\_

*Holding Fees will be added where required.*

Markets	Units
Atlanta (6)	
CE • a AGD	
Baltimore (3)	
Birmingham (Ann, Tusc) (2)	
Boston (6)	
Charlotte (3)	
Cincinnati (2)	
Cleveland (4)	
Columbus, OH (2)	
Dallas/Ft. Worth (7)	
Denver (4)	
Detroit (5)	
Grand Rapids/Kalamazoo/Battle Crk (2)	
Greenville/Spartanburg/Asheville/Anderson (2)	
Harrisburg/Lanc/Leb/York (2)	
Hartford / New Haven (2)	
Houston (6)	
Indianapolis (3)	
Kansas City (2)	
Las Vegas (2)	
Mexico / Mexico City (4J)	
Miami (4)	
Milwaukee (2)	
Minneapolis / St. Paul (4)	
Montreal (1)	
Nashville (2)	
Norfolk/ Portsmouth/ Newport News (2)	
U1 a a a AGD	
Orlando / Daytona Beach (4)	
Philadelphia (8)	
Phoenix (5)	
Pittsburgh (3)	
Portland, OR (3)	
Puerto Rico (3)	
Raleigh / Durham (3)	
Sacramento / Stockton (3)	
Saint Louis (3)	
Salt Lake City (2)	
San Antonio (2)	
San Diego (3)	
San Francisco (7)	
Seattle / Tacoma (5)	
Tampa / St. Petersburg (5)	
Toronto (8)	
Vancouver, BC (H)	
Washington, DC (6)	
W Palm Beach/Ft. Pierce (2)	
<b>Total Units</b>	_____

**Wild Spot Use**

Initial Cycle  Upgrade Cycle

Cycle

1 Majors  NY  LA  Chi  
 Units \_\_\_\_\_  
 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_

2 Majors  NY  LA  Chi  
 Units \_\_\_\_\_  
 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_

3 Majors  NY  LA  Chi  
 Units \_\_\_\_\_  
 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_

4 Majors  NY  LA  Chi  
 Units \_\_\_\_\_  
 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_

If this is for a Spanish Language Contract, please indicate TV Market Areas and include with this form.

**Singers** (if not yet produced)

Solo  Duo

Multi-Track?  Yes  No

Incl Sweetening?  # of tracks \_\_\_\_\_

**Group Singers** # of singers \_\_\_\_\_

Multi-Track?  Yes  No

**AFM** Contract# or # of units \_\_\_\_\_

13wk  Internet  Non-Broadcast

Fgn-EU  Fgn-NO EU  Fgn-Wwide

**Theatrical / Industrial Use**

Up To 30 Days  Thru Max Use

**Internet Use**

12 Months  To Max Use Date

**Program** (Check One Class)

A (over 20 cities)  
 B (6-20 cities w/out NY)  
 B+NY (6-20 cities w/NY)  
 C (1-5 cities)

ION (PAX/ION-TV Network)

Cycle

1 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_  
 # of Uses \_\_\_\_\_

2 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_  
 # of Uses \_\_\_\_\_

3 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_  
 # of Uses \_\_\_\_\_

4 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_  
 # of Uses \_\_\_\_\_

**Radio Network**

1Wk  4Wk  8Wk  13Wk

26 Use  39 Use

**International Use**

Asia-Pacific  United Kingdom  
 Europe  Rest-of-World  
 Japan  Whole World

Start Date \_\_\_\_\_

Inc V/O?  Yes  No

Extend Use? \_\_\_\_\_

Int'l Use Only? \_\_\_\_\_

**Cast Info (if commercial hasn't been produced yet) -**

On Camera Principals \_\_\_\_\_ Off Camera Solo/Duo \_\_\_\_\_

On Camera Group Players \_\_\_\_\_ Off Camera Group Singers \_\_\_\_\_

Off Camera Principals \_\_\_\_\_ # of Musician Units \_\_\_\_\_

**Cable**

Cable Only  National Cable-Units: \_\_\_\_\_  Local Cable

Please provide names of Cable Systems and include with this form.

Cycle

1 Start Date \_\_\_\_\_ 3 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_ End Date \_\_\_\_\_  
 # of Uses \_\_\_\_\_ # of Uses \_\_\_\_\_

2 Start Date \_\_\_\_\_ 4 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_ End Date \_\_\_\_\_  
 # of Uses \_\_\_\_\_ # of Uses \_\_\_\_\_

**Dealer** (6 Months)

A  A+NY  B  B+NY  Radio

Cycle

1 Start Date \_\_\_\_\_ 2 Start Date \_\_\_\_\_  
 End Date \_\_\_\_\_ End Date \_\_\_\_\_

**Comments** (i.e. Additional Spots, Agreed Rates, Guarantees, Include Holding Fees, Apply/Don't Apply Holding Fees, Add Music) Hit Return key for multiple lines