



**12-C Exhibit C-1 Commercials–One Page Agency Contract**

This Agreement is entered into at \_\_\_\_\_ between \_\_\_\_\_, the “Talent Agent,” and \_\_\_\_\_, \_\_\_\_\_, the “Artist.” (collectively, “the Parties”).  
(location of agency) (print agency name)  
(print Artist’s name) (SSN or SAG-AFTRA IDN)

The Artist engages the Agent as his sole and exclusive Agent for the field of commercials as defined in the SAG-AFTRA Regulations of Members’ Dealings with Agents, a/k/a Rule 12-C, incorporated herein by reference in their entirety, and the Agent accepts such engagement.

The term of this contract shall be for a period of \_\_\_\_\_, commencing \_\_\_\_\_.<sup>1</sup>  
The Parties hereto agree to be bound by all the terms and conditions set forth in SAG-AFTRA Rule 12-C, including those contained in any full length 12-C agency contract contained therein and incorporated by reference here. The Parties further agree that they may not change, modify, waive or discharge any aspect of this contract or enter into any other agreement that is violative of any provision of Rule 12-C without the express written permission of SAG-AFTRA. All non-conforming contracts shall be considered null and void.

Key Man Clause: Insert no more than four (4) names:


The Artist agrees to pay to the Agent, as commission, a sum equal to 10% of moneys or other consideration received by the Artist, as set out and limited in Rule 12-C.

The Agent shall offer the following covenants, and the Artist shall accept them by initialing where indicated:

\_\_\_\_\_Artist has been offered a copy of the applicable full length 12-C Agency Contract for review.

\_\_\_\_\_By signing this document, Parties agree that it shall have the same full force and effect as the representational contracts contained in Rule 12-C. In addition, all Rule 12-C arbitration requirements shall be incorporated by reference herein.

\_\_\_\_\_Artist shall be provided a copy of this one-page contract immediately upon signing.

Date:	Date:
Artist (print):	Agent (print):
Signature:	Signature:

<sup>1</sup> Contracts may not exceed **eighteen (18)** months for initial contracts, and then up to **three (3)** years for renewal contracts.