

CHECK OUT THE



SAG-AFTRA.
#ADSGOLOCAL



REGIONAL COMMERCIALS CODES

GREAT RATES

EASIER TO USE

EXPERIENCED TALENT

Welcome to the 2022 **Tennessee** Regional Commercials Code

This contract is tailored for regional advertisers to easily hire SAG-AFTRA performers at competitive rates with flexible terms.

Things you should know about this contract:

- **Predictable Rates** - One rate covers session and use fees.
- **Multiple Platforms** - Rates include broadcast and local cable, theatrical /industrial and all digital use.
- **Signatory Options** - One Production Only or even further reductions for Full Term Signatories.
- **Less Paperwork** - Just a phone call and signature away from production. The full agreement can be viewed in this document.
- **Regional Coverage** - Commercials made in Tennessee or Kentucky can play in the bordering states for no extra cost (see below). Up to three states can be added for a supplemental fee.

Made in **Tennessee** & Play in:



Made in **Kentucky** & Play in:



Questions? Ready to sign? Contact Kwandra Johnson at kwandra.johnson@sagaftra.org or 615-327-2944

sagaftra.org/adsgolocal