



COMMERCIALS DEPARTMENT TIPS & TOOLS

SEASONAL COMMERCIALS

‘Tis the season, so let’s talk about Seasonal Commercials. Here are five things you should know:

- Seasonal commercials are covered by Section 40 of the 2013 SAG-AFTRA Commercials Contract, and by definition refer to commercials that relate to a particular season (or holiday), such as Christmas or Independence Day. National Cookie Day does not qualify as seasonal.
- When a principal performer is hired for a seasonal commercial, it must be noted on his/her contract.
- A seasonal commercial may be used for one 13-week cycle, which may be extended for two additional weeks (15-weeks max) in a season. If a seasonal commercial is used beyond this time frame, it does not qualify as a seasonal spot.
- If a Producer intends to use a seasonal commercial for a second year, they must pay a holding fee at the end of the use cycle, which cannot be credited towards use. In essence, this allows the Producer to reserve the right to use the commercial the following year.
- Seasonal commercials do not hold conflicts. That means a performer can book a TJ Maxx Mother’s Day seasonal commercial, and then book a Macy’s national commercial without repercussion.

If you have any questions about seasonal commercials, please contact us at 323.549.6858 in Los Angeles or 212.827.1454 in New York.

Happy Holidays!