



KENYA CASTING AGENTS
MODELS AND TALENT WELFARE ASSOCIATION

APPROVED TELEVISION COMMERCIALS AND PRINT TARIFF CARD

A guide to the prevailing rates for and treatment of models and artists in Kenya

(EFFECTIVE 1 JULY 2024 – 30 JUNE 2026)

STIPULATIONS

1. This Tariff Card will be revised bi-annually and guided by inflation rates.
2. All rates are in Kenya Shillings (Kshs.) and per person.
3. The terms “model”, “artist” and “talent” are used interchangeably and mean the same thing in this tariff card.
4. Companies with a high profile, corporate and international clients and brands attract higher compensation for the artist / model.
5. Body exposing images/dress, alcoholic drinks, tobacco products and contraceptive products attract a 50% surcharge to the rates.
6. Higher fees will apply when using top models or celebrities to endorse a product.
7. A 50% surcharge will apply for online digital usage.
8. All the fees below are for TWO YEAR CONTRACTS ONLY, unless stated otherwise. Contracts for shorter and longer periods must be negotiated on a case-by-case basis. Out-right buyouts can also be negotiated.
9. Campaigns for less than 12 months will be calculated at 75% of the relevant rate.
10. All rates are for per campaign and per execution. It is presumed that each shoot is for a single campaign unless otherwise indicated prior to signing of contract.
11. Renewals incur a 110% increase of the previous year, or the prevailing rates, whichever is higher. Renewals are subject to artists consent and availability. New model release forms must be signed.
12. A 15% Casting Agent service fee will be charged on each job, including renewals.
13. The figures quoted in the tables below are the absolute minimum that should apply.
14. If the shoot is scheduled for more than one day, a daily performance rate of Kshs. 15,000 should be paid on top of the original figure for Principles and Kshs. 10,000 for Semi-principles and Featured.

REGIONS

1. East Africa comprises of Kenya, Uganda, Tanzania, Rwanda and Burundi.
2. Pan Africa includes any country apart from the five countries which make up East Africa, thus East Africa plus one or more other countries, or any six or more African countries
3. Global includes any region beyond Africa, Internet usage, website usage and viral.

TELEVISION COMMERCIALS

1. Definition of Roles

- PRINCIPLE: “Lead” or “Hero” or “Main Character” is the bearer of the message.
- SEMI PRINCIPLE: Also knows as “Featured Main” and supports the Main Character above.

- **FEATURED:** Fill-up artist whose features are distinctly visible but with a non-verbal role. A Featured artist with a speaking role automatically upgrades to Semi Principle.
- **EXTRA AND WALK-ON:** Fill-up artist whose features ARE NOT DISTINCT and with a non-verbal role.

Television Commercial

		Kenya	East Africa	Pan Africa	Global
If alone in commercial	Minimum	150,000	300,000	450,000	600,000
Principles	Minimum	100,000	200,000	300,000	400,000
Semi-principle	Minimum	60,000	120,000	180,000	240,000
Featured	Minimum	50,000	100,000	150,000	200,000
Extras fewer than 20 pax	Minimum / day	15,000	30,000	45,000	60,000
Extras more than 20 pax	Minimum / day	5,000	10,000	15,000	20,000

NOTE: The above rates are based on a scheduled one-day shoot (one day being counted as within 12 hours from call time until wrap).

TV COMMERCIALS STIPULATIONS

1. CHILDREN'S FEES

- Children above the age of 4 years shall be paid same as the adult rate above.
- Children 4 years and below shall be paid 75% of the rates above except when they are used as the principal whereupon they will attract the same rate as an adult.

2. CHAPERONES

This refers to Baby-sitters, parents and guardians for children aged 16 years and below. Or up to 18 if pertaining to International travel. Please note female models and any model under 18 years should not travel overseas for jobs unaccompanied.

	Nairobi	Out of Nairobi (but within Kenya)	Overseas
Chaperone minimum	5,000	8,000	15,000

3. WARDROBE

Fees for use of models own wardrobe (in Kshs. per item). Models can only provide clothing or items that already exist in their wardrobe and should not be expected to outsource.

Item	Full outfit	Single item	Damage	Alteration
Minimum payment	2,000	1,000	Full reimbursement	Full payment

NOTE: Wardrobe fees will be paid directly to the model or the agency, but must be paid on the day of the shoot.

4. PROPS

Artists' personal props e.g. umbrellas, briefcases, sunglasses etc. should be valued at a minimum Kshs. 500 per prop per day or 10% of the value of the item, whichever is higher. **NOTE:** Prop fees will be paid directly to the model or the agency, but must be paid on the day of the shoot.

5. HAIR AND NAILS

Any alterations or changes in the style of either hair or nails must be provided for or reimbursed on the day of the shoot - e.g. braids or extensions, weaves, relax hair, shave etc.

PRINT ADVERTISEMENTS

1. Definition of Roles

The breakdown is based upon the number of people appearing in the advertisement as per index below.
All Rates - In Kenya Shillings (Kshs.) Per Person

G1	:	1 Person
G2 - 5	:	2 - 5 People
G6 - 15	:	6 - 15 People
G16	:	16+ People

2. Definition of Print Applications

OUTDOOR

Refers to:

- Billboard
- Banners
- Wall Branding
- Electronic Billboards and Lamps
- Clothing and Apparel.

MOVING IMAGES

Refers to:

- Vehicle Branding such as imprints or posters on vans, trucks, cars etc.

POINT OF SALE ADVERTISEMENTS (POS)

Refers to:

- L.E.D (Light Emitting Diode) Screens
- Signage At Premises
- In-Store Branding

1. All Print Including Outdoor Advertising (Not Including Moving Images)

	Kenya	East Africa	Pan Africa	Global
G1	250,000	500,000	750,000	1,000,000
G2-5	150,000	300,000	450,000	600,000
G6 - 15	100,000	200,000	300,000	400,000
G16+	50,000	100,000	150,000	200,000
Moving images	Add 20%			

2. All Print (Excluding Outdoor Advertising)

	Kenya	East Africa	Pan Africa	Global
G1	120,000	240,000	360,000	480,000
G2-5	80 000	160,000	240,000	320,000
G6 - 15	50,000	100,000	150,000	200,000
G16+	25,000	50,000	75,000	100,000
Moving images	Add 20%			

3. Billboards Only

	Kenya	East Africa	Pan Africa	Global
G1	150,000	300,000	450,000	600,000
G2-5	100,000	200,000	300,000	400,000
G6 - 15	60,000	120,000	180,000	240,000
G16+	30 000	60,000	90,000	120,000

4. Traffic Advertising / Moving Images (Vehicle Branding)

G1	Minimum Per Person	Kshs. 200,000
G2-5	Minimum Per Person	Kshs. 120,000
G6 - 15	Minimum Per Person	Kshs. 90,000
G16+	Minimum Per Person	Kshs. 60,000

5. Posters – Point of Sale Only, Up To A1 Size

	Kenya	East Africa	Pan Africa	Global
Minimum	50,000	100,000	150,000	200,000

Note: All individuals are usually equally prominent on this size of poster meriting equal pay.

6. Press Ads (magazines and newspapers only)

	Kenya	East Africa	Pan Africa	Global
Minimum	50,000	100,000	150,000	200,000

Note: All individuals are usually equally prominent on this size of advert meriting equal pay

7. Point Of Sale Material - Flyers, danglers or small freestanding cardboard posters up to maximum A1 size

	Kenya	East Africa	Pan Africa	Global
Minimum	50,000	100,000	150,000	200,000

8. Point Of Sale Material - Larger than A1 size

	Kenya	East Africa	Pan Africa	Global
G1	80 000	160,000	240,000	320,000
G2-5	50,000	100,000	150,000	200,000
G6 - 15	30,000	60,000	90,000	120,000
G16+	15,000	30,000	45,000	60,000

9. Brochures – Print Only: Includes Hotel and Company brochures and pamphlets, and Company annual reports

Minimum	Kshs. 30,000 per model for a buyout period of maximum 2 years
Daily rate	Kshs. 15,000 on top of buyout fee

10. Calendars

Rate: Minimum Kshs. 50,000 per model per page

11. Packaging FMCG (Fast Moving Consumer Goods) - Branding Up-To 5 Years:

	Kenya	East Africa	Pan Africa	Global
G1	500,000	750,000	1,000,000	1,250,000
G2-5	350,000	525,000	700,000	875,000
G5+	200,000	300,000	400,000	500,000

12. Non FMCG - Branding Up-To 5 Years:

	Kenya	East Africa	Pan Africa	Global
G1	350,000	525,000	700,000	875,000
G2-5	250,000	375,000	500,000	625,000
G5+	150,000	225,000	300,000	375,000

13. Websites

Rate: Minimum Kshs. 80,000 per model

Note: The fee will depend on the nature of the website, the number of hits it receives, the number of pages on the site etc.

14. Usage Of Body Part (such as hands / eyes / legs) Rate: Minimum Kshs. 15,000 per model

First reshoot	Daily rate applies
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Note: Payment to be paid in cash on the day of the shoot.

COMBINATIONS TV AND PRINT

Campaigns that incorporate both TV and print are negotiated depending on number of cast, executions and shoot days. Normally combinations attract a discount.

TERMS AND TREATMENT OF CASTING AGENTS AND MODELS

1. Food and Transport should be provided for all cast on print and TV shoots
2. Casting Fees:
 - This fee is applied to the actual search for artists who may not exist in Casting Agency files and/or for conducting the casting session.
 - Casting Director Fee will be minimum Kshs. 30,000, depending on the complexity of the job.
 - Filming, location and facilitation are likely to be extra depending on the brief.
 - The casting fee is due in full after the final selection of cast and prior to the day of shoot.
3. We kindly request that you provide us with a complete Brief/Storyboard before any casting is undertaken.
4. We kindly request that you provide us with an L.P.O before any casting is undertaken. IN REGARD TO WITHHOLDING TAX, THE CERTIFICATE SHOULD BE ISSUED WITH THE PAYMENT IF THE TAX HAS BEEN DEDUCTED. THIS CERTIFICATE IS ISSUED BY THE ADVERTISING AGENCY / PRODUCTION HOUSE / CLIENT AND NOT BY K.R.A SO NO DELAYS ARE JUSTIFIED.
5. Auditions:
 - People (friends/colleagues) who attend an audition with talent that have been called by an agency, will be considered to belong to that agency for that specific job should they be selected.
 - Please note that models shall not put their telephone numbers on casting sheets unless by prior arrangement with the agents. Unfortunately, models are being contacted directly by some unscrupulous clients following attendance of auditions.

OTHER CONSIDERATIONS

In order to avoid misunderstanding we would like to stress the importance of the following:

1. Please fax or send in writing the casting brief, storyboard, artists' rates and casting rates before requesting cast. This will help Casting Agents to fully prepare the artists before auditions and eliminate confusion as to the artist's role (i.e. principal, extra etc).
2. Please prepare a separate L.P.O for casting (due in with the brief before cast is sent in).
3. Please prepare a separate L.P.O for the artists with specifications on usage and fees, upon final selection of cast (due prior to the day of the shoot).
4. Please strive to give a minimum of two working days notice (a working day is 8:00am– 5:00pm) before calling Casting Agents to send in cast for auditions.
5. Please strive to give at least two working days notice before asking Casting Agents to send cast for a shoot.
6. Please strive to schedule shoots for children on the weekend or holidays.
7. A representative of the casting or modelling agency must be permitted to be present during casting and/or on set when their artists are shooting.
8. Please do not make payments to the artists on set (no matter how small the amount) apart from wardrobe fees. All payments should be made directly to the Agencies that provided you with the artist(s).
9. Please be specific about how many days the shoot will take and how many hours the talent will be required on set. This shall be established before the shoot. Over-time due to technical or weather hitches must be paid for at prevailing daily rates as stipulated
10. Food and soft drinks must be provided to all cast when on location including print jobs.
11. A 25% fee will be applicable for any work undertaken by a model that is then rejected by the client.
12. Travel days are charged at 100% of the daily rate.
13. Model Release forms shall be presented to the Casting Agency in advance of the job. Models should always sign Model Release forms prior to shooting. Model release forms must be specific as to the time frame, image and region usage, and applicable payments.
14. MODELS AND CASTING AGENCIES MUST BE SUPPLIED WITH SIGNED COPIES OF ALL MODEL RELEASE FORMS IMMEDIATELY AFTER THE SHOOT for record keeping and future reference.
15. Fees shall be paid on completion and approval of the job by the client and must be settled within 45 days of the shoot date so long as a pro-forma invoice has been issued. On no account shall material be aired or published before the talent has been paid, except by prior agreement.
16. In the case of delays in approval, a grace period of a further 45 days will be the absolute maximum time for it to be considered a „rejection“. Beyond this the job shall be considered as approved and the full payment will be compensated.

TARIFFS FOR VOICE OVERS, AND SCREEN ACTORS (TV AND FILM) ARE LAID OUT SEPARATELY IF NOT ATTACHED TO THIS DOCUMENT, KINDLY REQUEST THE SAME.