

Get to Know the Revolutionary New 2022 Commercials Contract



The 2022 Commercials Contract is completely modernized and simpler than ever to use!

1) Did you know: Use options, payments and editing are easier to understand and navigate in the 2022 Commercials Contract?

We consolidated media types, instituted flat fees, and standardized use cycles to make working with the best talent in the world easier than ever!

Additionally, a new editing structure means less restrictions and more options for editing, including an unlimited number of shorter/longer versions and the ability to add new footage from the same production. Increased flexibility + more affordable editing = greater creativity in post-production!

2) Did you know: Budgets are now even more predictable with the new 2022 Commercials Contract?

Under the new contract, most use payments for both linear (TV) and digital can be paid in flat, time-based fees. Additionally, there's a cap on payments for Class A, so every Class A advertiser will know the maximum amount they could pay for 13-week cycles!

We hope you're excited to give the 2022 Contract a try and experience all the benefits of using professional talent in your next production.

Contact us at adsgounion@sagaftra.org if you have questions, would like a free, trustworthy talent estimate, or to get an OPO contract for your next campaign.



3) Did you know: It's more affordable and easier than ever to hire union talent for your production?

The new contract aligns costs to production budgets and media buys. In addition to rates that reflect current industry trends, there are also specific options and waivers – such as the Low Budget Digital and Social Media and YouTube waivers – that make it possible for advertisers to work with union talent at any budget.

4) Did you know: It can be more expensive to shoot in other countries than in the US?

With high costs of travel, uncertainty of finding the right talent at distant locations, additional fees associated with foreign production, and changing COVID-19 and geopolitical situations, it no longer makes financial sense to shoot commercials overseas. By filming in the U.S., you can take advantage of local tax incentives and fewer associated travel costs – all while working with the best talent here in the U.S.!

5) Did you know: You don't have to be a signatory to use the Contract?

Even if you are a non-signatory advertiser or agency, you can still access the very best talent by signing a One Production Only (OPO) contract with SAG-AFTRA. An OPO is a great way to explore terms in the 2022 Commercials Contract without making a future commitment.