

EXAMPLE PRINCIPAL PRODUCTION PARTNER ESTIMATE TOP SHEET



EXAMPLE PRINCIPAL PRODUCTION PARTNER ESTIMATING FORMAT

Below you will find an example of how a Principal Production Partner would breakdown costs in their estimate, and how those costs would be Included or Excluded from the AdGreen Levy.

This template is for illustration purposes only. All Principal Production Partners will have their own templates and bespoke estimates which they could customise when their client has opted in to the 0.25% AdGreen Levy.

It is recommended that all costs to produce the advertising asset(s) are included in The AdGreen Levy scheme. An advertising asset is defined as a moving image, still image or audio file created to advertise a specific product or service on any form of media.

PRODUCTION		NOTE: COST TO PRODUCE ASSETS - SUBJECT TO LEVY			
1	Physical Production	Includes all production company costs, including markup and insurance, etc...		1.00	
2	Visual Post Production	Includes all visual post production, CGI, Retouching, Mastering, etc...		2.00	
3	Audio Post Production	Includes all audio post production, studio recording, engineering, mastering, etc...		3.00	
4	Music Production/Search	Includes all music production, composition, studio hire, remixing, musician fees, etc...		4.00	
5	Intellectual Property Production/Search	Includes search fees, researchers, etc...		5.00	
6	Travel & Accommodation	Includes all client/agency/talent travel for pre-production, shoot, post production, etc...		6.00	
7	Talent day fees	Includes all day fees/session fees/basic studio fees for all artists, models, voiceovers, etc...		7.00	
8	Principal Production Partner fees	If you charge the client separately for agency time spent on the production, the levy does not apply. However, if your client production cost estimate includes any monies for the agency time to produce the work, then the levy should be applied. See levy guide for more.		8.00	
NOT ALWAYS APPLICABLE					
THE ADGREEN LEVY (CAPPED AT £2500.00 PER PRODUCTION)					
9	The AdGreen Levy	Levy based on items above (lines 1-8) which are all classified as INCLUDED in the AdGreen Levy Guide	Amount subject to levy (capped @ £1m applicable)	36.00 @ 0.250%	0.09
USAGE		NOTE: COSTS TO USE ASSETS - NOT SUBJECT TO LEVY			
10	Talent usage	Includes all costs to use talent - buyouts, use fees, repeats, etc...			-
11	Music Usage	Includes all costs to use music - Master & Publishing contract			=H31*J31
12	Intellectual Property Licensing/Usage	Includes all costs to license IP, stock footage, user generated content, etc...			-
TRANSMISSION & STORAGE		NOTE: COST TO TRANSMIT/PLAYOUT/STORE ASSETS - NOT SUBJECT TO LEVY			
14	Playout	Includes all costs to clear and transmit			-
15	Long Term Asset Storage	Includes all costs to store physical and/or digital assets in the long term			-
		EX-VAT TOTAL	<i>Excluding Insurance</i>	36.09	
INSURANCE		NOTE: COST FOR PRINCIPAL PRODUCTION PARTNER TO INSURE - NOT SUBJECT TO LEVY			
16	Insurance	Includes AAI, CPI WRAP, Terrorism Insurance, etc...		As quoted by broker	-
		EX-VAT TOTAL	<i>Including Insurance</i>	36.09	

Section totals brought through from supporting sheets in the cost estimate workbook as needed

=IF(SUM(K22:K29)>1000000,100000,SUM(K22:K29))

NOTES

The AdGreen Levy cost itself is not liable to VAT. If you are a Principal Production Partner please ensure that The AdGreen Levy is invoiced to your advertiser without VAT applied and that any levy amounts collected and paid to AdGreen do not include any VAT. AdGreen recommends that the Principal production partner includes the total AdGreen Levy amount (ex VAT) in the initial production cost invoice total, assuming the advertiser has made their intent to pay The AdGreen Levy known to the principal production partner.

Please see levy guide for further detail and guidance.