

TALENT
TRAFFIC
PRINT
MUSIC




SUPPORTING
THE BUSINESS
OF YOUR BUSINESS



Committed to setting the standard for production decision support, pursuing flexible ways to partner with our clients, using information technology to make service delivery ever more efficient, and investing in our employees so they remain engaged and productive.





After years of consolidation and change, advertising agencies have had to fundamentally reformulate how they do business. And as they have assessed their lists of want-to-do and need-to-do functions, many have concluded that outsourcing certain business processes is not only efficient but essential to their future profitability.

Since we've grown up along with the advertising industry, Talent Partners is well aware of what it takes to operate strategically in this demanding environment. That's why we've carefully built and refined a set of support products, services and technology that make it easier for your teams to do what they do best. We take care of the rest. From negotiating talent contracts to supervising broadcast traffic—to technology that manages talent details for the production session, through holding fees, residuals and rights and royalties—each component is designed to deliver maximize flexibility, positive impact to your processes, and greater success for your business.

In fact, we've made it our entire business.



AN EVOLVING
BUSINESS
MODEL

WHERE WE MAKE A DIFFERENCE

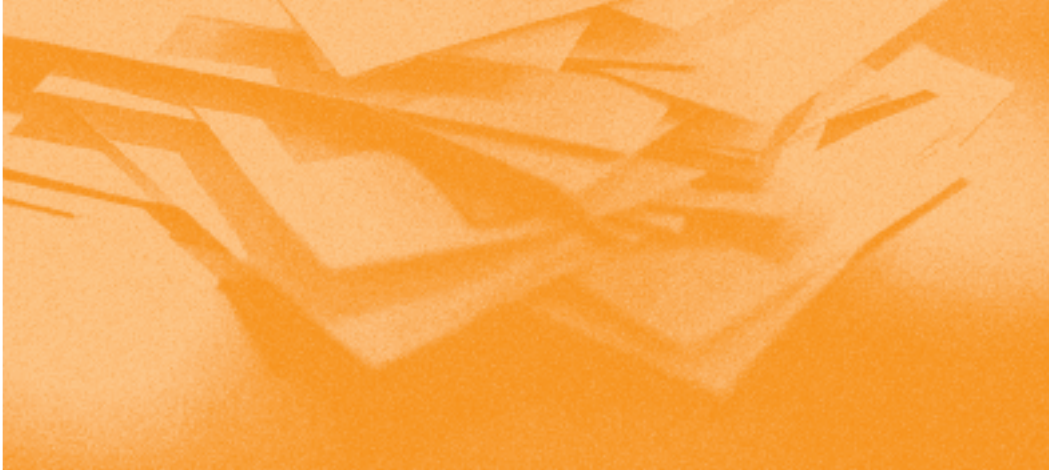
Whenever it's time to outsource key business functions, Talent Partners offers a flexible and growing set of highly efficient support services from which to pick and choose.

TALENT ADVICE AND COUNSEL

Are your performers members of AFTRA or SAG, AFM or British Actors Equity, UDA or ACTRA? Whatever their affiliations, Talent Partners has an up-to-date, thorough understanding of the ins and outs of their collective bargaining agreements. After helping you interpret the details of their union contracts, we can also negotiate deals with performers or their agents. We'll even secure union clearances.

BUDGETING AND ESTIMATING

Applying all of our contract and industry experience, we review your creative and media plans to estimate sessions and reuse. With our advanced technology, we ensure that you have the information you need to accurately assess the financial implications of particular talent choices. And every time your media plan changes (as it invariably does), we can quickly recalculate your budget—right up until the very last minute.



PERFORMER PAYMENTS

Talent Partners is the world's largest paymaster to on-air commercial talent, issuing over one million checks annually to performers in the United States, Canada, and the United Kingdom. We also provide payroll for talent in live performances, industrial films, and new media.

With this kind of capacity, you can be sure that your talent payments are processed promptly and properly. Talent

Partners has in fact built its impeccable reputation by providing all the meticulous attention necessary to track and calculate the complexities of union payrolls. You write just one check to us, and we handle every aspect of talent payment including taxes, pension and health coverage, and worker's compensation.

With Talent Partners, you'll never again have to field a call from a performer asking the question "Where's my check?"

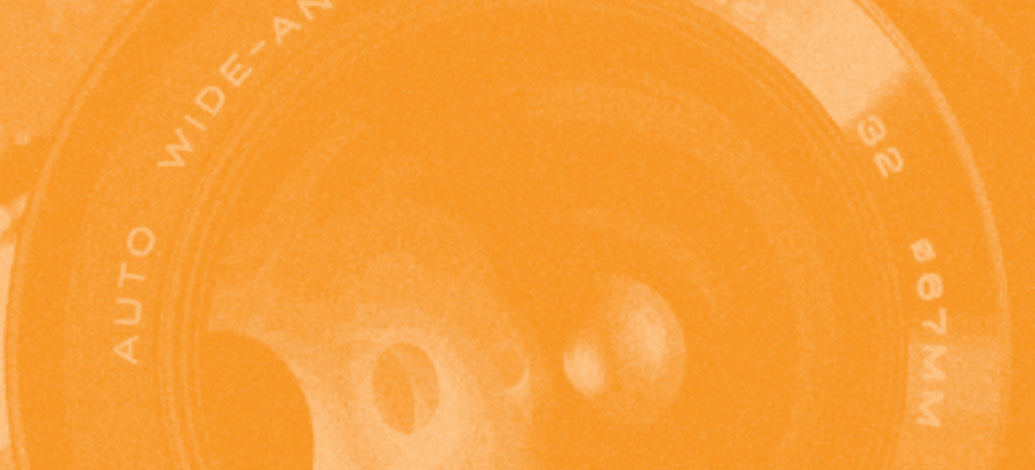


TRAFFIC SOLUTIONS

All the hard work of putting together a brilliant commercial is wasted if the spot doesn't air. The broadcast traffic experts at Talent Partners therefore have just one job—to do everything it takes to ensure your spots arrive safely when and where they should.

Along the way, your dedicated Talent Partners team expedites all the authorizations, logistics, and troubleshooting that broadcast traffic demands—

from conducting network clearances to ordering dupes to executing letters of instruction. Perhaps most important, we field all queries and calls, following up and rectifying any problems. When we take charge of your broadcast traffic, your teams can all take a breather.



PRINT

Coordinating all the moving parts of a successful print campaign is no simple matter. Since the process requires much the same expertise as broadcast commercials, Talent Partners has extended its decision support and payroll services to the world of print advertising.

We can participate early in the development stage, collaborating with you and your

client to assess the right talent for your budget. We negotiate with models, photographers, and stock image companies, among others. We also prepare deal memos and draft contracts, stepping in whenever further negotiations are necessary. And throughout the process, we track rights, royalties, payments, and usage—all online so that you always have access to the complete picture.



MUSIC

Whenever a commercial features original music, it's an opportunity to collect royalties. We've leveraged our long relationships with ASCAP, BMI, and SESAC to put together an automated tracking system that makes royalty collection and payment easy for them—and for you. And when we act as your music publisher, you know your royalty checks are accurate because they key off your talent payments. We report the uses and collect the money. You recoup the funds. It's as simple as that.



STANDARD-SETTING PERFORMANCE

During our nearly 40 years in the business, Talent Partners has been instrumental in bringing thousands of commercials to air. We enjoy longstanding relationships with over 700 agencies, both large and small, and process payroll for some 65,000 performers each year. All of these numbers add up to a level of expertise, reliability, and market presence that no other support service provider in the broadcast industry can approach.

That's because we take a proactive approach to the business of your business. We've always set the bar for the most comprehensive set of products and services, and constantly look for new ways to upgrade our offering. For example, Talent Partners continuously invests in the

development of technology that enables better management at every step of your commercials—from talent contracts to reuse payments to air times—so that you'll have access to the information whenever and wherever you need it.

Backed by our industry savvy and extensive resources, we work with you early in the process to help you produce and deliver your commercials as efficiently as possible. We even provide training for your in-house staff about the latest industry practices and workflows. With this upfront planning and follow-through support, we succeed in relieving some of your deadline pressures and avoiding costly mistakes. You succeed in earning kudos from your clients.

LEADING BY VISION AND INNOVATION

Even though we're the undisputed leader in our field, we at Talent Partners constantly raise the bar on our own performance. This means that we continually look for new opportunities to partner with you to make your operations more efficient. After all, your business is our business.

To discover all the products and services Talent Partners has on tap to support your success, please call any of our local offices.



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