

## WHITE PAPER



## STANDARD NON-UNION VOICE-OVER RATE SHEET

A definitive guide  
on quoting clients for voice-over services.

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# METHODS OF QUOTING

Providing voice-over services to a variety of clients from radio and television stations for commercial spots to publishers for an audio book to a corporate marketing department for their new products promotional video varies across the board. Each of these clients may require a slightly different method of finalizing your quote.

## **Quoting by Market Size**

This method is most commonly used for commercial radio and television spots that will air to the mass public. Markets are determined by the size of the audience who will be hearing the voice-over. To make things simple, break down the markets into three categories; major, regional, local.

*Small Market:* If your project is distributed/broadcast/displayed in a non-metropolitan area with a population of fewer than one (1) million, for internal training use, corporate videos, or telephone IVR.

*Major Market:* Target audiences with a potential count of more than one (1) million, such as in metropolitan areas. Further, Internet/new media applications, documentaries, trailers, IDs, and in-house advertising are considered Major/National Market.

## **Quoting Per Page**

For lengthy scripts for an audio book, e-learning programs, medical narration, and technical tutorials are best quoted on a per page basis. This gives the client this ability to ball-park how much your services will be. Also, if the client suddenly adds another chapter to their book or another course to their e-learning program, you can refer to your initial quote that your services will be billed per page. One important element to keep in mind is having a standard method for measuring what constitutes a page. Outline that one page is a Word document, arial font, size 12 pt double spaced. This will eliminate any confusion and also let the client know in which format you would prefer the finalized script to be delivered in.

## **Quoting Per Word**

Shorter scripts such as voicemail messages, one liners for a website greeting or even a few sentences for a public service announcement may be best quoted by the word. Using this method makes it easy to perform a word count in Microsoft Word to discover the total number of words in the script, then quote accurately using your per word rate.

### **Billing Cycles**

There are a variety of billing cycles that you may want to consider when quoting.

- 1 week usage
- 2 week campaign
- 13 week cycle
- 26 week cycle
- Seasonal license
- 1 year renewable license

### **Full Buyout**

A buyout is defined as *the purchase of the entire holdings or interests of an owner*. In the context of voice-overs, a full buyout is usage-free with no additional charges. Unless otherwise stated, most clients will assume that they own the rights to the finished product once they have paid in full for your work.

### **Final Thoughts on Quoting**

Many times you may find it best to use a combination of the above. You could quote by the page, then include a multiple for the size of the market / audience.

## **VOICE-OVER RATES**

TIME	\$
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**Radio: Local / Regional**

:15	100
:30	150
:60	200

**Radio: National**

:15	250
:30	300
:60	400

**Television: Local / Regional**

:15	200
:30	300
:60	400

**Television: National**

:15	300
:30	400
:60	500

**Video: CD-ROM / DVD / Narration**

00 to 05 minutes	300
06 to 15 minutes	500
16 to 30 minutes	750
31 to 45 minutes	1000
46 to 60 minutes	1250
60 + minutes	Please request quote

**Telephone: IVR / On-hold / Voicemail**

Per minute	75
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**NOTES**

### **Additional Items of Importance**

- Rates are in US Dollars and include Full Buy-Outs and session fees.
- The rates in this guide were determined by surveying and averaging the rates of non-union professionals.
- Rates are for finished dry voice only. Any post-production required is additional.
- Studio Post-Production rate is \$100 / hr.
- All rates are for reference only. Each talents reserves the right to charge their own fees.
- Questions? Contact us at [support@interactivevoices.com](mailto:support@interactivevoices.com)

## **ABOUT INTERACTIVE VOICES**

### **Voice Over Marketplace**

A voice over marketplace is a site that facilitates interaction and transactions between buyers and sellers of voice-over services, also known as clients and voice-over professionals. Marketplaces offer a wide range of voice-over talent for clients to choose from, often allowing them to post their voice-over projects for talent to audition for. Clients are drawn to marketplaces because they can gather a significant amount of data in a short time while accessing a generous database catered to meet their voice-over needs. Some of these sites provide service and support to both clients and voice talent while others specialize in supporting one or the other. These sites are required by law to accept either membership fees or take commissions, not both. A true marketplace functions as a portal, not as your agent. Always research companies to make sure that they are a reputable, transparent organization with clear, focused goals and open business practices. Explore the site and the opportunities available to you to make an informed decision. Look for legitimate testimonials from both buyers and sellers.

### **Interactive Voices Overview**

Interactive Voices is the leading B2B online marketplace connecting buyers and sellers of voice-over services. Radio and television stations, advertising agencies and corporate communications executives rely upon Interactive Voices' marketplace to search, audition and hire professional voice over talent with the assistance of a web-based project management application. Voice talents are equipped with a comprehensive set of self-managed tools to effectively market themselves and conduct business online.