

**Article # 1****URL:** <http://support.voice123.com/index.php?a=1>**Category:** Resources for Voice Over Actors and Talent-Voice Producers : Using Voice123.com

## How Much Are Talents and Voice Producers Charging for Non-Union Voice Over Work Delivered Online?

**Please Read First:**

- **Base Rates.**

These rates have been calculated by surveying and averaging Voice123 non-union voice over talents with two or more years of experience as voice overs\*. Prices in this document are averages for suggested minimums (base rates). It is up to the talent and voice seeker to negotiate the actual rate, possible buyouts, and residuals\*\*.

- **Union vs Non-Union.**

These are base rate averages for non-union projects delivered online. Rates for non-union projects delivered on-site may be higher. Rates for union projects are usually published by the unions. For example: AFTRA (USA), SAG (USA), Equity (UK), ACTRA (Canada), etc.

- **Market Sizes.**

Voice talents and voice producers tend to charge depending on the purpose of the recording, and the equipment they must use to provide a finished product. In short, if the recording is going to be heard by many people and helps the voice seeker make a lot of money, talents expect to get more money than if the recording has a very limited use. For example: a 30 second recording for a TV commercial broadcast all over the US may cost several times more than a five minute recording for a local documentary.

- **Pre- and Post-Production.**

Many Voice123 voice over talents can also do pre and post-production work (copywriting, translating, adding background music, mixing voices, encoding for a special delivery, adding special effects, etc.). We call these talents "**voice producers**." These fees are usually charged on top of the fees that the voice talent charges for the dry read. Voice producers charge a [Median](#) of USD 100 per hour of pre- and post-production work (USD 113 average).

- **Studio Costs.** The prices listed in here include studio costs for the voice recording (not for post-production). You may expect similar prices if you want the talent to go to a designated studio, but designated studios can lead someone to charge studio rental fees.

### General Rates (including overall rates for non-broadcast and small market broadcasts)

These rates apply to voice over work that will be used in promos, commercials, documentaries, and shows for radio, TV, cable, and the Internet in small markets. It also covers narrations, audio books, podcasts, corporate and industrial presentations, video games, films, movie trailers, multimedia (CD/DVD), web sites, phone systems (IVR), on-hold messages, voicemails, etc.

Recordings for broadcast in regional and large markets tend to have more expensive rates. Please see below.

**Radio (including Internet radio):**

	US Dollars		Euros	
	<a href="#">Median</a>	Average	<a href="#">Median</a>	Average
15 seconds	100	107	120	171
30 seconds	150	158	155	192
60 seconds	200	216	225	252

**TV and Cable:**

	US Dollars		Euros	
	<a href="#">Median</a>	Average	<a href="#">Median</a>	Average
15 seconds	150	167	175	254
30 seconds	200	239	210	240
60 seconds	280	310	285	311

**All Others:**

Per minute of audio delivered:	US Dollars		Euros	
	<a href="#">Median</a>	Average	<a href="#">Median</a>	Average
Up to 2 minutes:	100	100	75	75
Up to 5 minutes:	75	84	40	42
Up to 10 minutes:	50	72	30	30
Up to 20 minutes:	42	63	23	26
Up to 60 minutes:	30	63	13	14
Each additional minute over 60 minutes:	20	45	10	11

Per word:	US Dollars	
	<a href="#">Median</a>	Average
From 100 to 250 words:	0.40	0.81
Up to 500 words:	0.38	0.54
Up to 1000 words:	0.30	0.47
Up to 2000 words:	0.24	0.43
Up to 6000 words:	0.20	0.34
Each word over 6000 words:	0.15	0.20

Per hour of work (regardless of the length of the audio delivered):	US Dollars	
	<a href="#">Median</a>	Average
One hour or less:	200	238
Up to 2 hours:	170	213
Up to 5 hours:	150	183
Up to 10 hours:	130	164
Up to 20 hours:	120	153
Up to 60 hours:	100	143
Each hour over 60 hours:	100	134

### Rates for Regional Market Broadcasts

These rates apply to voice over work that will be used in promos, commercials, documentaries, and shows for both radio, TV, cable, and the Internet in REGIONAL markets:

#### Radio (including Internet radio):

	US Dollars	
	<a href="#">Median</a>	Average
15 seconds	105	145
30 seconds	170	208
60 seconds	200	274

#### TV and Cable:

	US Dollars	
	<a href="#">Median</a>	Average
15 seconds	200	219
30 seconds	250	301
60 seconds	350	399

#### All Others:

Per minute of audio delivered:	US Dollars	
	<a href="#">Median</a>	Average
Up to 2 minutes:	85	110
Up to 5 minutes:	75	100
Up to 10 minutes:	65	91
Up to 20 minutes:	58	79
Up to 60 minutes:	50	76

Each additional minute over 60 minutes:	44	52
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### Rates for Large Market Broadcasts (including national markets and very large metro areas)

These rates apply to voice over work that will be used in promos, commercials, documentaries, and shows for both radio, TV, cable, and the Internet in LARGE markets (including national markets and very large metro areas)

#### Radio (including Internet radio):

	US Dollars	
	<a href="#">Median</a>	Average
15 seconds	200	250
30 seconds	250	334
60 seconds	400	452

#### TV and Cable:

	US Dollars	
	<a href="#">Median</a>	Average
15 seconds	275	381
30 seconds	400	492
60 seconds	500	686

#### All Others:

Per minute of audio delivered:	US Dollars	
	<a href="#">Median</a>	Average
Up to 2 minutes:	100	151
Up to 5 minutes:	100	145
Up to 10 minutes:	88	126
Up to 20 minutes:	80	118
Up to 60 minutes:	70	160
Each additional minute over 60 minutes:	49	70

### Rates for Spokesperson, On Camera Recordings, and Infomercials.

At this moment we do not have statistical information about this type of service, but you can [post a project](#) and get prices directly from talents.

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\* This voluntary survey was sent to approx 3,600 voice over talents registered with Voice123. It closed May 3rd, 2007. We removed all the results where the information seemed to be bogus. For example: surveys where the price per hour for up to ten hours of work is higher than for up to two hours of work, duplicate IPs, surveys answered with nonsense values, etc.

\*\* Buyout is generally for one year and negotiated at 2.5 times the base rate. Residuals may be required by the voice over talent on projects which may have long-term usage.

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Thank you [Frank Frederick](#) for your help and support on the creation of this survey!

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