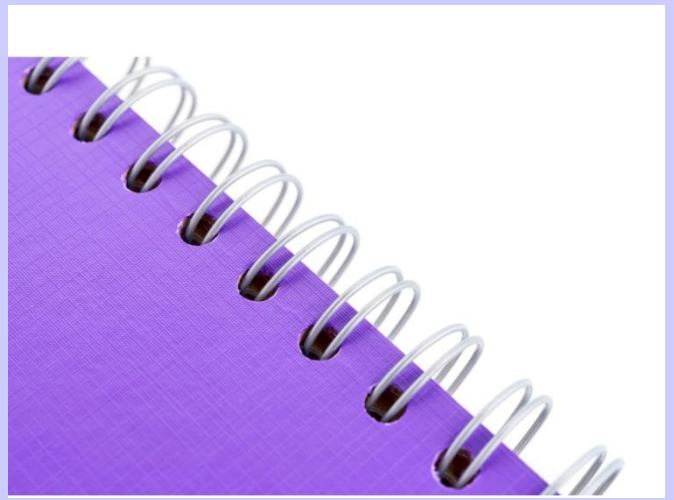


Impressive Voices Pricing Sheet



This is the Impressive Voices Rate Sheet. This document has rates that are the industry standard for non-union voice over projects.

Please use this sheet as a guide for your projects

Note: SAG-AFTRA has their own set of rates for voice over.

TV Broadcast – per spot **Does not include Internet, Web or Social media**

Local Markets

3 Months \$450 - \$550

6 Months \$900 - \$1,000

1 Year \$1,400 - \$1,700

Regional Markets

3 Months \$550 - \$650

6 Months \$1,000 - \$1,300

1 Year \$1,500 - \$1,800

National

3 Months \$900 - \$1,400

6 Months \$1,700 - \$2,400

1 Year \$2,700 - \$2,900

TV Tags - per spot **Tags come at the end of a spot, not including any content to the actual ad, more of a promotion, dates, times or location.**

TV Tag Local

3 Months \$175 - \$250

6 Months \$325 - \$450

1 Year \$475 - \$550

TV Tag Regional

3 Months \$220 - \$280

6 Months \$420 - \$525

1 Year \$550 - \$650

TV Tag National

3 Months \$250 - \$300

6 Months \$500 - \$600

1 Year \$650 - \$750

In-Show / Documentary Narration – Per Show

30 Min Program \$500 - \$1,000

1 Hour Program \$1,500 - \$3,000

Infomercials / Direct Response TV (DRTV)

National - 1 Year \$1500 for up to 2 hour session. Pickups during 1 year term are at \$400 for up to a 2 hour session.

North America (US & Canada) - 1 Year \$2400 for up to 2 hour session

Radio Broadcast (Terrestrial) **All rates are for One spot only, rates are negotiable for multiple spots.**

Local Markets

3 Months \$260 - \$340

6 Months \$380 - \$450

1 Year \$720 - \$840

Regional Markets

3 Months \$320 - \$400

6 Months \$580 - \$660

1 Year \$920 - \$1,000

National

3 Months \$450 - \$525

6 Months \$800 - \$950

1 Year \$1,400 - \$1,500

Radio Tags **Tags come at the end of a spot, not including any content to the actual ad, more of a promotion, dates, times or location.**

Radio Tag – Local

3 Months \$135 - \$180

6 Months \$240 - \$310

1 Year \$430 - \$515

Radio Tag - Regional

3 Months \$175 - \$225

6 Months \$325 - \$450

1 Year \$475 - \$550

Radio Tag - National

6 Months \$400 - \$550

1 Year \$575 - \$675

Broadcast - Internet Radio

Local Markets

3 Months	\$500 - \$1,000
6 Months	\$1,000 - \$1,500
1 Year	\$1,500 - \$2,000

Regional Markets

3 Months	\$600 - \$1,000
6 Months	\$1,200 - \$1,500
1 Year	\$1,500 - \$2,500

National Markets

3 Months	\$1,000 - \$1,500
6 Months	\$1,500 - \$2,500
1 Year	\$2,500 - \$4,000

Internet Radio - Closed Platform Radio **** I-heart, XM, etc.****

3 Months Usage	\$350
6 Months Usage	\$600
1 Year Usage	\$1,000

Explainer Videos

1-2 min	\$350-\$450
3-5 min	\$450-\$600
5-10 min	\$550-\$700
10-15 min	\$650-\$800
15-20 min	\$750-\$950
20-30 min	\$950-\$1,350
30-40 min	\$1,250-\$1,750

Medical Narration

1-2 min \$400-\$600

3-5 min \$525-\$600

5-10 min \$550-\$700

10-15 min \$600-\$800

15-20 min \$800-\$1,000

20-30 min \$1,000-\$1,400

30-40 min \$1,300-\$1,800

40-60 min \$1,700-\$2,400

Per Word Rates \$.30 - \$.50/wrd

E-Learning

Per Word \$.30-\$.45/wrd Includes editing. Session Fee rate of \$250.00 if project = less than \$250.00

Per Finished Hr \$1,700-\$3,500 Includes editing. For smaller projects taking an hour or less to complete - \$800 per 15 mins of finished audio is an average rate.

Per Raw Hr \$600-\$2,400 RAW recording only. DOES NOT include any editing.

Standard Charges for E-Learning:

~ File Splits - Charge \$1/split regardless of quote type (pfw, pfh, etc)

Animation & Dubbing

Feature Film, Animation, Animated Series, Direct to DVD \$1,000-1,025 per episode, episodes over 22 minutes are higher than current range.

Dubbing \$120.00 hr+

Film/Animation \$75-\$200/hr (2hr min)

Video Games / Toys, Games, & Mobile Game Apps

Video Games \$200-\$350/hr (2 or 4 hour min)

Toys & Games \$500-\$750 up to 2hr Session, \$200 - \$250/additional hr

Mobile Game Apps - Non-Union (Character) \$300-\$500/game min - 1hr session max or \$200-\$300/hr - 2hr min Up to 3-4 voices. \$75-\$100 per additional voice. Full buyout rate.

Mobile Game Apps - E-Learning Educational \$350-\$400 for 1-5 finished minutes / \$650 up to 10 finished minutes

Promo & Imaging

Radio

Local \$175-\$300

Regional \$450-\$600

National \$600-\$850

TV

Local \$175-\$225

Regional \$350-\$500

National \$750-\$1,000

Trailers

Local - Small Market \$100

Regional - Medium Market \$325-\$500

National - Large Market \$1,500-\$2,000

Audiobooks

Audiobooks

Non-Union - PFH \$300-\$350/hr

ACX/Audible - PFH Money Categories: \$0-\$50; \$50-\$100; \$100-\$200; \$400-\$1,000 ACX has its own categories and are based on experience & amount of books narrated. Audible considers a narrator "experienced" at 60 books narrated and are then eligible for their union negotiated top tier rate of \$237.50 pfh.

Per RAW Hr \$225/hr Narration only - NO editing

Production Add-On \$75-\$125/hr If you are producing - editing, proofing, mastering this should be added to per hr rate

IVR/Message-On-Hold

IVR \$150 suggested minimum RAW recording only. DOES NOT include editing. Editing should be an additional charge

\$150 + \$1/prompt - \$200 + \$5/prompt

\$.08 - \$.25/word, \$50 - \$200/hr

Message-On-Hold \$200 suggested minimum RAW recording only. DOES NOT include editing. Editing should be an additional charge

\$100/min suggested, \$8 per 3-6 sentence paragraphs

Cinema & Events - (Non-Broadcast)

Cinema Usage (1-3 States) Rate Range Notes

1 Month \$325 Non-Broadcast usage ONLY. Cinema usage only.

3 Months \$425 - \$550

6 Months \$800 - \$950

1 Year \$1,250 - \$1,350

Cinema Usage (4+ States) Rate Range Notes

1 Month \$500 Non-Broadcast usage ONLY. Cinema usage only.

3 Months \$800 - \$1,050

6 Months \$1,600 - \$2,000

1 Year \$2,400 - \$3,000

Event Video

1 Year \$600-\$700/1st hr, \$300-\$350/hr after

Full Buyout \$2,000-\$2,100/1st hr, \$1,000-\$1,100/hr after Non-Broadcast usage ONLY.

Examples include conferences, concerts and live events.