



RATE CARD

TV BROADCAST

***All rates are for one spot only. Spot length :15 - :90. The rate is negotiable for multiple spots. Renewal option is existing rate PLUS 10%-20% of original rate.**

Local Markets (1 City or State, NO Major Markets)		Rate Range
3 Months		\$400-\$500
6 Months		\$800 - \$1,000
1 Year		\$1,200 - \$1,500
Regional Markets (2-3 States, International only, or 1 Major Market)		Rate Range
3 Months		\$500 - \$650
6 Months		\$1,000-\$1,300
1 Year		\$1,500-\$1,800
National (4+ States, No Major Markets, or Cable Only)		Rate Range
3 Months		\$750 - \$1,250
6 Months		\$1,500 - \$2,200
1 Year		\$2,500 - \$2,800
National (4+ States With Up To All Major Markets)		Rate Range
3 Months		\$1,250 - \$1,400
6 Months		\$2,500 - \$2,800
1 Year		\$3,200 - \$3,500
*Worldwide Add-On		3x National Rate
TV Tag Local (1 State)		Rate Range
3 Months		\$150-\$200
6 Months		\$300-\$400
1 Year		\$400-\$500
TV Tag Regional (2-3 States, or International Only, or 1 Major Market)		Rate Range
3 Months		\$200 - \$250
6 Months		\$400 - \$500
1 Year		\$500 - \$600
TV Tag National (4+ States, NO Major Markets)		Rate Range
3 Months		\$300 - \$350
6 Months		\$600 - \$700
1 Year		\$800 - \$900
*Worldwide Add-On		3x National Rate
Automotive - TV Broadcast		Rate Range
Tier 1 - National Brand Spots		Union Rate
Tier 2 - Regional Tags		\$75 - \$200 per spot
Tier 3 - Local Dealer Spots		
:30 & :60		\$150 - \$200 per spot
:15, :10, :16		\$75 - \$100 per spot

In-Show / Documentary Narration		Rate Range
in Program		\$500 - \$1,000
1 Hour Program		\$1,500 - \$3,000
Infomercials / Direct Response TV (DRTV)		Rate Range
National - 1 Year		\$1500 for up to 2 hour session. Pickups during 1 year term are at \$475 for up to 2 hour session.
North America (US & Canada) - 1 Year		\$2325 for up to 2 hour session. Pickups during 1 year term are at \$475 for up to 2 hour session.
MNEMONICS (Example: Got Milk? Yahoo!!!, Let's Go Places)		Rate Range
Average Rate		\$1,000 - \$50,000
Point of Sale (Gas Stations & Grocery Stores)		Rate Range
Usage is based on TV Broadcast		Use "TV Broadcast" Rates Above
TV Commercial VO - Web Usage Add-On		Rate Range
Based on type of Usage. See Digital Broadcast - Internet/Streaming TV section for rates and usage terms.		
PSA's		Rate Range
:60 or less		\$500-\$600+

RADIO BROADCAST

*All rates are for one spot only. Spot length :15 - :90. The rate is negotiable for multiple spots. Renewal option is existing rate PLUS 10%-20% of original rate.		
Local Markets (1 City or State, NO Major Markets)		Rate Range
3 Months		\$250 - \$320
6 Months		\$350 - \$400
1 Year		\$850 - \$950
Regional Markets (2-3 States, International Only, or 1 Major Market)		Rate Range
3 Months		\$300 - \$375
6 Months		\$600 - \$725
1 Year		\$950 - \$1,100
National (4+ States, NO Major Markets)		Rate Range
3 Months		\$450 - \$600
6 Months		\$800 - \$950
1 Year		\$1,400 - \$1,500
National (4+ States WITH Major Markets)		Rate Range
3 Months		\$600 - \$750
6 Months		\$1,250 - \$1,350
1 Year		\$1,500 - \$1,700
Worldwide Add-On		3x National Rate
Radio Tag - Local (1 State)		Rate Range
3 Months		\$125 - \$175
6 Months		\$275 - \$350
1 Year		\$375 - \$450
Radio Tag - Regional (2-3 States or International Only, or 1 Major Market)		Rate Range
3 Months		\$175 - \$225

6 Months	\$325 - \$450
1 Year	\$475 - \$550
Radio Tag - National (4+ States, NO Major Markets)	
	Rate Range
3 Months	\$200 - \$275
6 Months	\$400 - \$550
1 Year	\$575 - \$675
Radio Tag - National (4+ States, WITH Major Markets)	
	Rate Range
3 Months	\$250 - \$315
6 Months	\$450 - \$625
1 Year	\$675 - \$775
*Worldwide Add-On	3x National Rate
Automotive - Radio Broadcast	
	Rate Range
Tier 1 - National Brand Spots	Union Rate
Tier 2 - Regional Tags	\$75 - \$200 per spot
Tier 3 - Local Dealer Spots	
:30 & :60	\$150 - \$200 per spot
:15, :10, :16	\$75 - \$100 per spot
Streaming Radio	
	Rate Range
See Digital Broadcast - Internet/Streaming Radio for Rates and Usage Terms	
Radio Dramas	
	Rate Range
Non-Principal Actors	\$400 - Half Day Rate Up to 4hrs
Principal Actors	\$860 - Half Day Rate Up to 4hrs
PSA's	
	Rate Range
:60 or less	\$500-\$600+

DIGITAL BROADCAST

*All rates are for one spot only. Spot length :15 - :90. The rate is negotiable for multiple spots. Renewal option is existing rate PLUS 10%-20% of original rate.	
Broadcast Paid Placement - Internet/Streaming TV (OTT): YouTube, Hulu, CBS, Social Media, etc.	
Local Markets	
	Rate Range
3 Months	\$400 - \$500
6 Months	\$800 - \$1,000
1 Year	\$1,200 - \$1,500
Regional Markets	
	Rate Range
3 Months	\$525 - \$750
6 Months	\$1,050 - \$1,250
1 Year	\$1,500 - \$1,800
National Markets	
	Rate Range
3 Months	\$1,000 - \$1,250
6 Months	\$1,800 - \$2,500
1 Year	\$2,700 - \$3,200
*Worldwide Add-On	3x National Rate

Broadcast Paid Placement - Internet/Streaming Radio: Pandora, Spotify, Apple Music, Sirius XM, etc.	
Local Markets	Rate Range
3 Months	\$350 - \$400
6 Months	\$400 - \$500
1 Year	\$600 - \$850
Regional Markets	Rate Range
3 Months	\$400 - \$500
6 Months	\$500 - \$700
1 Year	\$750 - \$1,000
National Markets	Rate Range
3 Months	\$500 - \$750
6 Months	\$1,000 - \$1,250
1 Year	\$1,500 - \$1,650
*Worldwide Add-On	3x National Rate
Automotive - Digital Broadcast	Rate Range
Tier 1 - National Brand Spots	Union Rate
Tier 2 - Regional Tags	\$75 - \$200 per spot
Tier 3 - Local Dealer Spots	
:30 & :60	\$150 - \$200 per spot
:15, :10, :16	\$75 - \$100 per spot

NON-BROADCAST

Corporate and industrial narration	
Finished Minute Scale	Rate Range
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
40-60 min	\$1,650-\$2,350
Recording Time Scale	Rate Range
Internal (Corporate/Industrial)	\$525/1st hr, \$262/hr after
Pick Ups (per 30mins in session)	\$260
Retake-Entire Script 1st 60 mins	\$525/1st hr, \$262/hr after
Retake-Entire Script Each Additional 30 mins	\$260
Web Usage	
Web Video	Rate Range
Full Buyout	\$500 - \$1,000

- Digital Greeting Cards		Rate Range
Full Buyout		\$750-\$1,000
- Podcast		Rate Range
Intro/Outro		\$300-\$400
- YouTube Content		Rate Range
Narration: 3-5 Min Episodes		\$750-\$1,000
Channel Intro/Outro		\$500-\$2,000
Explainer Videos		Rate Range
Single Video - Up to 90 seconds		\$300-\$525
Bulk Per Video Rate		\$250 per video with up to 175 words. Additional \$50 for each 100 words thereafter.
Kiosk Use (Non-Retail)		Rate Range
Full Buyout		\$525/1st hr, \$262/additional hr
Lobby Viewing		Rate Range
Explainer		\$525/1st hour, \$262/hr additional
Retail		Refer to TV broadcast rates
Airport Announcement (Public Facing)		Rate Range
Airport Announcements Narration		\$1,500 - \$2,000
Museum Tours - Corporate Educational		Rate Range
Principle Voice, Audio Tour (Industrial - CAT 1)		\$451 1st hr / \$132 each additional 30 mins.
Talking Statues, Exhibition Voices (Industrial CAT 2)		\$503 1st hr / \$132 each additional 30 mins.
Medical/Technical Narration		Rate Range
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		\$.25-\$.50/wrd

E-LEARNING

E-Learning		Rate Range
Per Word		\$.20-\$.35/wrd
Per Finished Min		\$30-\$55 pfm
Per Raw Hr		\$600-\$2,400
Per Finished Hr		\$1,500-\$3,300
Directed Sessions		\$.10-\$.30/word + \$150-\$300/hr Session Fee for any session that exceeds 60 mins.

ANIMATION & DUBBING

Animation - Includes TV, Netflix, Hulu, Amazon, etc		Rate Range
Feature Film, Animation, Animated Series, Direct to DVD		\$1,000-1,025 Session Fee per 11-22 minute episode.
Dubbing		Rate Range
Film/Animation		\$75-\$200/hr (2hr min)

VIDEO GAMES/TOYS & GAMES

Toys, Games, & Mobile Game Apps		Rate Range
Toys & Games		\$500-\$750 up to 2hr Session, \$200 - \$250/additional hr
Toys & Games (Demo/Scratch Products)		\$150 - \$300/hr
Mobile Game Apps - Non-Union (Character)		\$300-\$500/game min - 1hr session max or \$200-\$300/hr - 2hr min
Mobile Game Apps - Union (Character)		\$825.50/Session
Mobile Game Apps - E-Learning Educational		\$350-\$400 for 1-5 finished minutes / \$600 up to 10 finished minutes

PROMOS AND IMAGING

Radio		Rate Range
Local		\$150-\$300
Regional		\$450-\$600
National		\$600-\$850
Station Voice		Custom Retainer
TV		Rate Range
Local		\$150-\$200
Regional		\$350-\$500
National		\$750-\$1,000
Station Voice		Custom Retainer
Trailers		Rate Range
Local - Small Market		\$100
Regional - Medium Market		\$325-\$500
National - Large Market		\$1,500-\$2,000

AUDIOBOOKS

Audiobooks		Rate Range
Union Scale - PFH		\$150-\$225/hr
Non-Union - PFH		\$200-\$500/hr
Per RAW Hr		\$225/hr
Production Add-On		\$75-\$125/hr
Hybrid Agreement		\$100/pfh plus royalty share

IVR/MESSAGE-ON-HOLD

Direct Quote	Rate Range
IVR	\$150 suggested minimum
	\$150 + \$1/prompt - \$200 + \$5/prompt
	\$.08 - \$.25/word, \$50 - \$200/hr
Message-On-Hold	\$200 suggested minimum
	\$100/min suggested, \$8 per 3-6 sentence paragraphs
Rates as a "Roster Talent"	Rate Range
IVR & Message-On-Hold	Production Houses average rates \$10-\$20/paragraph
	Others start @ \$50 per half hour booth time

CINEMA & EVENTS (NON-BROADCAST)

Cinema Usage (1-3 States)	Rate Range
1 Month	\$300
3 Months	\$425 - \$550
6 Months	\$800 - \$950
1 Year	\$1,200 - \$1,350
Cinema Usage (4+ States)	Rate Range
1 Month	\$500
3 Months	\$800 - \$1,050
6 Months	\$1,600 - \$2,000
1 Year	\$2,400 - \$3,000
Event Video	Rate Range
1 Year	\$600-\$700/1st hr, \$300-\$350/hr after
Full Buyout	\$2,000-\$2,100/1st hr, \$1,000-\$1,100/hr after
Trade Shows / Sporting Events	Rate Range
Single Video Rate for Trade Show or Event - 1 Year	\$600-\$700/1st hour, \$300-350/hr. after
Full Buyout	\$2,000-\$2,100/1st hour, \$1,000-\$1,100/hr after
Add Trade Show or Sporting Event Use (Non-Broadcast) to an Existing Buy	+20-30% of original session cost

STUDIO FEES & EDITING

Studio Fees & Editing	Rate Range
ISDN/Source Connect	\$25-\$100/hr
Phone Patch	\$10-\$25/connection
Editing - Breaths/Mouth Clicks/Sequencing	\$25-\$50/hr
Pick Ups	Rate Range
Picks Ups needed Due to Voice Talent Error	Files should be re-recorded, sent to client free of charge
Minor Pick Ups - Under 15 mins	\$150 minimum or 50% of original rate.
Major Pick Ups - Re-writes & Large Re-Records	\$260/30 minutes in session

