



HOW MUCH DOES A VOICEOVER COST?

I hear that question a lot! And it's a difficult question to answer. Let's put it another way...

"How much does your doctor or dentist cost?"

When you choose your doctor or dentist, you have certain expectations: you expect them to be properly trained and qualified in their specialty; you expect them to have the experience to take care of your health and quickly diagnose problems as they arise; you expect them to be knowledgeable of the many variables that may be encountered; and you expect to have confidence in their decisions and guidance. But the cost of their services is rarely at the top of your list. Most of the time it's not even on your list.

The thing that matters most, though, is this: Does your Doctor or Dentist make you feel good about working with them?

Voiceover is a lot like that!

Every voiceover session is different... There are many different ways to tell your story... and many variables along the way. It's my goal to deliver the voiceover for your project to perfectly meet your needs. The bottom line is that I want you to be comfortable working with me, and realize that the additional value I bring to your project is worth much more than the cost of the session.

Most sessions have a minimum session fee that covers the initial talent fee for the session and all studio time necessary for recording, phone/video patch hook-up, editing, rendering and delivery. The Usage fee covers the talent fee for your use of the completed/edited voiceover recording. Call me if you'd like more information about a package rate that will cover everything.

VOICEOVER RATES

Here, you'll find a comprehensive breakdown of my fees for a variety of different types of voiceover projects. The rates included here are intended to be a guideline to help you budget your production.

I realize that sometimes your budget may not be a perfect fit with my rates. If that happens, please call me at 858.484.0220 so we can discuss your project in detail. When I fully understand the scope of your project, I'll be in a much better position to provide you with an accurate estimate that may differ substantially from my posted rates.

NON-BROADCAST – Corporate, Industrial, eLearning, Medical, Explainer, Training, Web

By Finished Minutes (All studio time included)

0-5 Minutes – \$375

5-10 Minutes – \$450

10-20 Minutes – \$625

20-30 Minutes – \$950

More than 30 Minutes – add \$150 for each additional 10 minutes

Separate files – add \$1 per file

By Word Count (All studio time included)

Minimum session fee – up to 750 words – \$250

751-1,500 Words – \$.40 per word

1,501-3,000 Words – \$.30 per word

3,000-4,500 Words – \$.25 per word

More than 4,500 Words – \$.20 per word

NON-BROADCAST – Real Estate Virtual Home Tours, Telephone, IVR, On-Hold

1st hour of studio time included. Additional studio time \$100/hour.

0-500 Words – \$100

500-1,000 Words – \$150

1,000-1,500 Words – \$200

1,500-2,000 Words – \$250

More than 2,000 words

BROADCAST – Radio – 30 second ads – All rates based on a 13-week cycle

1st hour of studio time included. Additional studio time \$100/hour.

Session Fee - \$300 (includes initial VO session & studio time)

Local (Small Market) – \$250

Local (Large Market) – \$500

Regional – \$800

National – \$1,500

Re-use – Original rate + 20%

Full buyout (non-exclusive up to 5 years) - \$3,000

BROADCAST – Radio Tags – up to 10 seconds – up to 6 month cycle

1st hour of studio time included. Additional studio time \$100/hour.

Session Fee - \$250 (includes initial VO session & studio time)

Local – \$125

Regional – \$350

National – \$500

Re-use – Original rate + 20%

BROADCAST – TV – 30 second ads (DOES NOT include Internet) – up to 1 year use

James Alburger Voiceover Rates

1st hour of studio time included. Additional studio time \$100/hour.

Session Fee - \$400 (includes initial VO session & studio time)
Local (Small Market – TV or Cable) – \$300
Local (Large Market – TV or Cable) – \$500
Regional – \$1,500
National – \$2,500

BROADCAST – TV Tags – up to 10 seconds (DOES NOT include Internet) – up to 1 year use

1st hour of studio time included. Additional studio time \$100/hour.

Session Fee - \$400 (includes initial VO session & studio time)
Local – \$100
Regional – \$200
National – \$1,000

INTERNET & TV BROADCAST – includes any and all channels or online, cable, or TV

1st hour of studio time included. Additional studio time \$100/hour.

Session Fee - \$500 (includes initial VO session & studio time)
8 week Internet, TV, Cable - \$1,500
6 month Internet, TV, Cable - \$1,750
1 yr Internet, TV, Cable - \$2,750
2 yr Internet, TV, Cable - \$5,000

INTERNET ONLY – includes web advertising only, no broadcast or cable

1st hour of studio time included. Additional studio time \$100/hour.

Session Fee - \$500 (includes initial VO session & studio time)
8 week Internet only – \$500
6 month Internet only – \$750
1 yr Internet only – \$1,500
2 yr Internet only – \$2,500

INTERNET RADIO – Pandora, Sirius, Apple

1st hour of studio time included. Additional studio time \$100/hour.

60 seconds or less – \$225 per spot
60+ seconds (long form) – \$400 1st hour / \$200 per each additional 30 minutes
Tags – \$50 per tag

INTERNET STREAMING ADS – Youtube, Hulu, etc.

1st hour of studio time included. Additional studio time \$100/hour.

Pre-Roll, Mid-Roll, End Credits – \$350

YOUTUBE CONTENT

1st hour of studio time included. Additional studio time \$100/hour.

Animated Character Voices <1 minute – \$200 per character

Animated Character Voices >1 minute – \$500 per character

Narration: 3-5 Min Episode – \$750

Channel Intro/Outro – \$500

PODCAST/INTERNET CHANNEL INTRO & OUTRO

1st hour of studio time included. Additional studio time \$100/hour.

Up to 10,000 subscribers – \$500

10K to 100K subscribers – \$750

Each additional 100K subscribers up to 1M – add \$50 per thousand

More than 1M subscribers – \$1,500

PROMO – radio

1st hour of studio time included. Additional studio time \$100/hour.

Local station – market 25 or smaller – \$100

Local station – market 24 or larger – \$150

Regional – \$350

National – \$500

Station Voice – Custom retainer (please call)

PROMO - television

1st hour of studio time included. Additional studio time \$100/hour.

Local station – market 25 or smaller – \$175

Local station – market 24 or larger – \$225

Regional – \$350

National – \$750

National Tags – \$250 per tag

Station Voice – Custom retainer (please call)

OTHER PROJECTS

For voice-overs for a project not listed above, please contact me at 858.484.0220 or at info@JamesAlburger.com.

SERVICES INCLUDE:

- Professional, male voice-over talent
- Emmy Award winning audio production
- More than three decades of voice-over experience
- Quick Turn-around – 24 hours or less for most projects
- First hour of studio time included for most projects
- Professional, noise-free recording studio
- Fully edited voice files – free of mistakes, breaths removed (raw VO upon request)

- WAV, MP3, or AIFF files – based on your specifications
- Recordings delivered by email, Dropbox, WeTransfer, or uploaded to your FTP site
- Free retakes to adjust voice-over to your satisfaction (script changes after recording may incur additional charges)
- Multiple payment options – check, direct deposit, PayPal

BUDGET CONSIDERATIONS:

Every production is different and I know that sometimes your budget may not fit with my standard rates. I'd love to discuss the specific needs of your project to arrange a mutually agreeable rate for my voiceover services. Please contact me at 858.484.0220 or by email at info@jamesalburger.com.

OTHER THINGS YOU SHOULD KNOW:

- All rates are in US Dollars.
- Rates are for "dry" voice only.
- A pre-payment of the appropriate session fee is required to lock the session. Balance of payment is due upon delivery and will be invoiced, net 15 days.
- Session fee includes the talent fee for the VO session and the first hour of studio time for recording.
- Editing, rendering and delivery of completed files is included at no charge for all sessions
- Phone patch or video patch for client direction is available for all sessions at no charge.
- Usage fee is the talent fee for actual use of the recorded performance and is in addition to the session fee.
- Larger projects may be quoted at a single rate that includes both session and usage fees.
- Additional charges may apply for additional production, including added music or sound effects, video editing, or synchronizing voiceover or other audio to your video. (please call).
- Prices may be higher or lower based on project details.
- Sound design, audio post-production, sweetening, and ADR for film and video are available through our production company, CigmaMedia.com (please call).

To request a price quote for any voiceover project please call 858.484.0220 or email **info@JamesAlburger.com** to discuss your voiceover project.