



This rate sheet is for non-union projects, to give you an idea of my estimates.

(for the brass tacks, scroll all the way down)

For most projects, **I would prefer that you reach out to my agents, Non-Union or Union, as they are excellent human beings. For anything that is Union, you can expect the rate to be at scale (refer to SAG website).**

These rates are based directly on the GVAA rate guide, and "per minute" means per finished minute (PFM).

Broadcast Rates (does not account for running cycle and other variables*)

Radio Commercials

Description	Time	\$
Radio Commercial : Local	:15, :30 or :60	200
Radio Commercial : Regional	:15, :30 or :60	300
Radio Commercial : National Network	:15, :30 or :60	1000
Radio Station Promotion / Station Imaging / Tags	:05, :15 or :30	200 - 300
Public Service Announcement on Radio	:15, :30 or :60	200 - 300

Television Commercials

Description	Time	\$
Television Commercial : Local	:15, :30 or :60	300
Television Commercial : Regional	:15, :30 or :60	500
Television Commercial : National Network	:15, :30 or :60	2000
Television Station Promotion / Station Imaging / Tags	:05, :15 or :30	300
Public Service Announcement on Television	:15, :30 or :60	300

Movie Trailers

Description	Time	\$
Television Commercial : Local / Regional	:15, :30 or :60	300

Description	Time	\$
Television Commercial : New York, LA, Chicago	:15, :30 or :60	300
Television Commercial : National Network	:15, :30 or :60	2000

Cartoons

Description	Time	\$
Cartoons and Animation Recordings	1 Hour recording session	250-500
	Each additional hour	100

Non-Broadcast Rates (does not account for cycle length, markets, and other variables*)

Business and Corporate

Description	Time	\$
Non-Broadcast Industrial Recordings	Per minute	150
	00 to 05 minutes	150-300
	06 to 15 minutes	300-700
	16 to 30 minutes	700-1000
	31 to 45 minutes	Request Quote
	46 to 60 minutes	Request Quote
	60 + minutes	Request Quote
Medical Narration	PFM – varies	Starting at \$300/PFM

Telephone System Recordings

Description	Time	\$
Non-Broadcast Industrial Recordings	Per minute	100
	00 to 05 minutes	100-250
	06 to 15 minutes	250-500
	16 to 30 minutes	500-750
	31 to 45 minutes	750-1000
	46 to 60 minutes	1000-2500
	60+ minutes	Request Quote

Internet, Including Social

Description	Time	\$
Interactive Media/Multimedia (include YT)	Per minute	150
	00 to 05 minutes	150-300
	06 to 15 minutes	350-700
	16 to 30 minutes	750-1000
	31 to 45 minutes	Request Quote
	46 to 60 minutes	Request Quote
	60+ minutes	Request Quote

Podcasts

Description	Time	\$
Podcast Commercial	:15, :30	100-250
Podcast Bumpers and Sweepers	:15, :30 or :60	100-250
Interactive Media and Multimedia Recordings	1 Hour recording session	250-500
	Each additional hour	100
	60+ minutes (finished audio)	Request Quote

Long Form Narration Rates

Audiobooks

Description	Time	\$
Fiction and Non-Fiction Audiobook Recordings	Price per finished hour	250-500
	Have more than 1 book?	Request Quote

Educational Videos and Training Videos

Description	Time	\$
Non-Broadcast Educational Recordings	1 Hour recording session	250-500
	Each additional hour	125
	60 + minutes (finished audio)	Request Quote

Narration for Documentaries

Description	Time	\$
Non-Broadcast Narrations	Per minute	100
	00 to 05 minutes	300-500
	06 to 15 minutes	500-750

Description	Time	\$
	16 to 30 minutes	750-1200
	31 to 45 minutes	1200-2500
	46 to 60 minutes	2500-4500
	60 + minutes	Request Quote

Video Games

Description	Time	\$
Console Games, iPhone Games, iPad Games, Android Games	Per minute	100
	00 to 05 minutes	100-250
	06 to 15 minutes	250-500
	16 to 30 minutes	500-750
	31 to 45 minutes	750-1000
	46 to 60 minutes	1000-2500
	60+ minutes	Request Quote

Things I need to know when requesting a quote, if applicable and available:

1. **Script, if available**
2. **Regions the spot is running**
3. **How long will you use?**
4. **Where will you use?**
5. **Do you need renewals?**
6. **Do you need revisions**

Will there be other edits of the spot?

*Please give as much specific info as you have when requesting a quote, so I can assess how to best serve **you!***

- Barron B. Bass

TheVoiceOverBaron.com