



## Voiceover Price Guide 2021

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## **Rates 2021**

### **Basic Session Fee**

My basic session fee (BSF) is £250 and is the equivalent of my "hourly rate" which covers:

- hire of my professional studio and audio engineering service
- optional (recommended) live directed session to ensure you are in control of the creative process via CleanFeed, Source Connect or similar
- my performance as many times as required until you get exactly the take you need
- a raw recording of the whole directed session if required
- post-production: a full edit finished and produced to broadcast quality standards if required
- supply of audio within 72 hours via WeTransfer or Dropbox link
- audio storage for 2 years

This is a standard average rate for professional voiceover artists in the UK and covers all types of voiceover - including corporate voiceovers with a duration of 1-5 minutes. Please note that radio and TV commercials, videogames and animations may be priced differently.

### **Usage Fee**

Depending on how and where the video is being used, (and depending on the size of the client and how long they want to use my voice) **I also charge an additional Usage (licence) fee.**

Here is a guide to my rates for voiceover which will be used **online**.

- If it's a generic online video about your company which will only be hosted organically on your website and YouTube channel I would charge an additional usage fee of 100% of my BSF (+£250) for 1 year's licence, per item or recording.
- If it's an explainer video about a new product or service which will only be hosted organically on your website and YouTube channel I would charge an additional usage fee of between 50-400% of my BSF (£250) for 1 year's licence, depending on the size of your company and/or the estimated reach of the explainer.
- If it's a web commercial which will be pushed with paid advertising (for example via Google or Facebook ads or pre-roll on YouTube) I would charge an additional 400% of my BSF (+£1000) for 1 year.



## **Payment Policy 2021**

### Payment Terms

1. When the recording is ready, the client is sent a Review Copy by WeTransfer. This is an MP3 file with a low level audio watermark.
2. The client also receives my invoice.
3. The client reviews the recording and either requests changes or approves the work and pays the invoice.
4. Once my Business Team have received the funds, a Final Copy of the audio, in high quality.wav format, is immediately sent via WeTransfer or dropbox link.

If you or your clients are on a tight deadline I can send the invoice at the point of booking, enabling you to pay in advance of the recording session.

In these circumstances it's helpful for you to send me all the relevant information for the invoice as soon as possible (for example if you have a PO number or a project number, or a particular email address or department to send the invoice to). This will speed up the process of invoicing and payment - and will eliminate any unnecessary delays in getting your voiceover sent out to you.



## **Charges and policy for script changes and/or pickups**

### Charges

25% of the total fee if the text changes are 0-10% of the original script, then add another 15% of the total fee for each additional 10% of the script in the same session.

So, for example, if in one session (one order) an original script is 100 words, then 12 new words will be 40% of the original fee (first 0-10% + additional 0-10% = 25% + 15% = 40%), but 10 new words will be only 25% .

Changes include reducing / repeating / or in any way adding to or reducing or altering that requires re-recording, of the same script.

If a 2nd session is required for another 2 words, then it must start at 25% again.

This may seem complicated but it was created for fairness, as many voice artists simply charge either 50% (0-50% of original script changed) or 100% (for 50-100% of original script changed) of the original session fee for pickups due to script change which is also an option if you prefer.

Minimum charge £50 / €55 / \$65

### Policy

Even a short script change takes 30 minutes of professional time to create:

- 5 minutes communications
- 5 minutes archiving and template setup
- 5 minutes matching
- 5 minutes recording
- 5 minutes cleanup
- 5 minutes upload / communications and invoicing

As a professional and voice artist with a broadcast quality studio my session time is billed by the hour which enables me to run my business efficiently, to be available for my customers and to deliver a professional high quality service.

I am always happy to re-record any errors of my own, and pronunciation/tone revisions for free (within reason). However, when a client changes the script after the original recording session then my business team requires that I bill for my time to re-record. This is to prevent a situation where a client can repeatedly change the script or request changes many weeks after signing off a project.

All prices are negotiable

Please email for your quote: [katie@katieflamman.co.uk](mailto:katie@katieflamman.co.uk)