

Voices
Rate Guide

Non-Broadcast Jobs

The cost for non-broadcast jobs varies based on the finished minutes or word count of your script. All projects other than TV, radio, and internet ads are categorized as non-broadcast. In addition to our budget recommendation tool that suggests a budget based on the specifics of your job as you post it, Voices suggests the following for your project:

Finished Minutes	Word Count	Suggested Budget
0–2 minutes	300 or less	\$100–\$499
2–5 minutes	300–750	\$250–\$749
5–15 minutes	750–2,250	\$500–\$999
15–30 minutes	2,250–4,500	\$750–\$1,749
30–45 minutes	4,500–6,000	\$1,250–\$1,999
45–60 minutes	6,000+	\$1,500–\$2,499

Broadcast Jobs

The cost for broadcast jobs vary based on the category of work, the sort of market the spot will air in, and the duration of time the spot will run. Examples of broadcast jobs include TV, radio, and online ads. Voices suggests the following for commercials and ads:

Note: when budgeting for a job with more than one broadcast usage, combine the recommended amounts for each usage you select.

Television

Local	Regional	National
13 weeks \$500–\$749 1 Year \$1,000–\$1,249 Perpetuity \$1,500–\$1,749	13 weeks \$1,000–\$1,249 1 Year \$1,500–\$1,749 Perpetuity \$2,500–\$4,999	13 weeks \$1,500–\$1,749 1 Year \$2,500–\$4,999 Perpetuity \$5,000–\$7,499

Radio

Local	Regional	National
13 weeks \$250–\$499 1 Year \$500–\$749 Perpetuity \$750–\$999	13 weeks \$500–\$749 1 Year \$750–\$999 Perpetuity \$1,000–\$1,249	13 weeks \$750–\$999 1 Year \$1,000–\$1,249 Perpetuity \$1,250–\$1,499

Online Ad

Worldwide
13 weeks \$300–\$999 1 Year \$1,000–\$1,249 Perpetuity \$1,500–\$1,749

Professional Services

If your project is complex, or you simply don't have the time, Voices offers Professional Services and we'll complete the project for you:



Source the most qualified voice talent



Coordinate all project details with the various stakeholders



Support with NDAs, contracts, and other legal or vendor requirements



Manage translation and localization

Give us a call toll free at **1-888-359-3472** or [request a custom quote](#) to speak with one of our experts.

Frequently Asked Questions

What does “in-perpetuity” mean?

In-perpetuity refers to usage that has no end date. It can be used as long as the client likes so long as it is on the predetermined media source (e.g. TV, radio, online).

What’s the difference between in-perpetuity and a full buyout?

The difference comes down to usage. A full buyout has unlimited usage on an unlimited amount of media. In-perpetuity relates to the time of the usage but can only be used on the pre-agreed upon media.

What is exclusivity?

An exclusivity agreement regulates the type of jobs that voice over talent can accept after working with the client. For example, a client like Nike may not permit a voice actor they have hired to do any work with a main competitor like Adidas. The client will most likely want to clarify this ahead of time by stipulating exclusivity.

How do renewals for licensed content work?

Renewals occur when broadcast work is being used beyond the originally agreed upon timeframe. Additional compensation is required.

Get Started Now

Access the World’s Top Voice Actors