



# RACHEL CAPELL

## Frequently Asked Questions and Rate Card

I thought it might be useful to include a few frequently asked questions so that its easier to get a sense of why I need certain information from you to provide a quote for your project. It may also be handy for anyone new to contracting the services of a professional voiceover.

### 1. **What does a basic studio fee include and how do you calculate your fees for different types of work?**

Professional voice over rates are commonly worked out using different metrics depending on the type of voiceover being delivered, for example:

**# words** eLearning are commonly charged per word.

**# minutes** Explainers and corporate videos are often charged per minute.

**# messages** Telephone messages or IVR prompts may be charged per message.

**# audiobooks** narrators often charge per finished hour of audio (PFH)

My fees, without taking into account usage rights, are as follows:

For internal corporate explainers and other non-commercial work my Basic Studio Fee (BSF) is £150 and includes the following:

- Hire and usage of my studio facilities
- Up to 3 minutes of recorded material from me **before** usage fees [every additional 3 minutes of recorded material incurs an additional 50% of my BSF]
- Edit and basic clean up of audio
- 1 round of amends to tone and style
- 1 round of pick-ups
- Delivery of final audio file to technical specifications as requested/agreed
- Re-records due to substantial script changes incur an additional 50% of my basic studio fee

For E-learning my fee is £0.20 per word

For IVR my fee is: 50% of my BSF + £7 per prompt

For Audiobooks my fee is: £130-200 PFH

### 2. **What are usage rights?**

Sometimes referred to as buy-out fees, voiceover usage fees are paid to voiceover artists to cover the on-going use of their recording. This is normally charged as a percentage of the Basic Session Fee per year. In effect it is a licensing agreement made between the client and voice artist. If you have commissioned a voice recording for use solely within

your own organisation, for example a staff training film or internal explainer, then only the fees quoted above apply and usage fees do not apply.

**Commercial Use: If you'll be using the voiceover for any for-profit Internet, B2B sales, Web or Social Media promotion.** My commercial usage fee is usually an additional 50-100% of my Basic Studio Fee per year or a negotiated bespoke 'in perpetuity' fee.

**Full Broadcast Use: If you are using the voiceover for radio or television.** My commercial usage fee is usually an additional 400% of my basic studio fee per year or a negotiated bespoke 'in perpetuity' fee.

**3. Why is there an additional charge if I want music added?**

I pay a subscription to [www.audioblocks.com](http://www.audioblocks.com), which gives me license to use royalty free music from their site. If you require music for your project, you can choose from any file from the 'audioblocks' website for me to use, or I can choose one for you. This service gives you many options to choose from to find the right piece for your project.

**4. Why do you ask how many files I want and why is there a cost to delivering more than one?**

My basic service includes delivering one file but some jobs require audio to be split and sent in separate files. If you have a job that requires delivering your order in separate files, then this will incur a small surcharge (for each addition of up to five files). The reason I charge additionally for this is because it takes extra time to render out separate files.

**5. What do you mean by file format?**

I can deliver your file as requested (mp3 or .wav) and an HQ file is generally considered a .wav file, which is a less compressed format and better quality.

**6. What if you send me the file and there are mistakes in it?**

I will of course pick up and re-record any mistakes I make with your script. I will also be happy to send you a sample before recording your full script so that you can give me some direction on tone/style. However if a substantial re-record is required due to script changes this may incur an additional percentage of my BSF.

**7. What is live direction?**

If you want to be involved during the recording process and direct the voice over session we can set this up using Skype, Zoom or Cleanfeed or indeed facetime or whatsapp. This enables you to tell me directly how you want the script delivered and get me to try things out in different ways until you have what you need. If however, you have your own producer and want a live session using an ISDN line or Source Connect Standard/Pro then I can record on location with a studio that has that facility. Additional fees will apply for a live directed session.

**8. What is video syncing?**

Voice recordings requiring the audio to be identically matched to a video (syncing) will take more expertise and production time and attract a 100% loading of the basic session and studio fee. If I am only required to generally hit timings (and an editor will match to video), only the studio fee and postproduction fee will apply.

**For a useful guide to industry standards for voiceover rates do have a look at the following site:** <https://www.gravyforthebrain.com/voice-over-rates-guide-industry-guide/>