

# RACHEL CAPELL

## UK VOICEOVER RATE GUIDE

*Friendly. Clear. Industry-standard. No jargon and no nasty surprises.*



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### How much does it cost to work with me?

My rates follow standard UK voiceover practice and are based on two parts:

- **Basic Studio Fee (BSF)** – covers up to one hour of recording, editing and session prep.
- **Usage Fee** – applied where relevant, depending on where and how the audio will be used.

Usage fees are calculated per production based on audience size, media placement, duration and territory. You're welcome to record multiple productions within the same BSF session.

#### **A quick note on timing...**

A good rule of thumb: in a typical, non-technical corporate or explainer read, I can comfortably record around **1,000–1,200 words in an hour**, which is good to know if you think you are going to want me to send several takes of the same script - that's your BSF session.

But scripts with **heavy medical terms, complex jargon, scientific language, or anything that looks like it might be written in Elvish** will naturally take a little longer - both for prep and for a careful, accurate read.

If your script falls into the “beautiful but complicated” category, I'll always let you know before we begin so you can plan your budget with confidence.

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### KEY POINTS

- Rates vary depending on usage, context, scale and purpose - but I'll guide you through every quote, so you know exactly what you're paying for.
- Quotes are usually case-by-case, ensuring we find the best option without undercutting standard UK industry rates.
- Rates include use of my broadcast-quality home studio.
- If you have a specific budget, just let me know - we can explore whether we're a good fit.
- **Basic studio fee: £275-£300.**

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### WHY THIS GUIDE EXISTS

Voiceover pricing can be a bit of a minefield. This guide is designed to demystify things and give you a realistic starting point for budgeting - even before you get in touch.

## REVISIONS

- If I make a mistake, I re-record it for free.
  - If you change the script after recording (new lines, rewrites, updates), the BSF applies for the time spent re-recording.
  - Directed sessions are easy to set-up and, even if you aren't a sound engineer capturing the sound live, we can still record the session my end whilst using Zoom, Google Meet or Cleanfeed so that you can give me live direction and feedback.
  - For scripts recorded independently rather than in a directed session (that are under 500 words) 2 revisions are included due to performance direction changes (e.g., "more energy", "less smile", "slower"). More than this may incur additional fees.
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## PAYMENT TERMS

- Payments are due within **15 days** (or 30 days by prior agreement).
  - PayPal payments incur a **6% surcharge**.
  - Longer payment schedules must be agreed in advance.
  - Late payments may incur statutory interest under the UK Late Payment of Commercial Debts Act.
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## RATES

Below are starting rates for common categories. Full quotes provided on request.

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### Commercials - Web & YouTube Pre-Roll

For online adverts, paid social campaigns, company websites and YouTube pre-roll.

**BSF:** £275

**Usage:** 100%–400% of BSF per year (depending on placement and estimated impressions)

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### Commercials - UK Cinema

**BSF:** £275

**Usage:** 500% of BSF per year (can be billed quarterly) *International cinema usage is quoted separately.*

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## Commercials - TV

**BSF:** £275

**Usage:** Based on TVRs or impressions *Buyouts are not available for TV.*

To quote accurately, please provide TVRs and regional breakdown.

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## Corporate

For online videos used on company websites, social platforms or YouTube (non-paid use).

**BSF:** £275

**Usage:** From 25% - 100% of BSF per year (varies with company size and expected reach)

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## Explainer Videos

How-to videos, animation explainers and whiteboard content.

**BSF:** £275

**Usage:** 50% - 400% of BSF per year depending on distribution (internal, B2B, B2C, wide online)

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## Internal Corporate (Non-Public)

For content behind a paywall, on an intranet, or internal-only training.

**BSF:** £275

**Usage:** No usage fee (provided the video is not publicly accessible) *If moved to public platforms later, usage fees apply.*

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## E-Learning

Charged per scripted word, including usage.

**Rate:** £0.25 per word

**Minimum:** £275

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## Medical E-Learning & Medical Narration

Due to specialist terminology and prep.

**BSF:** £275 per hour (see my note at the beginning of this guide that mentions how much can comfortably be recorded within the BSF or of 1 hour) Additional post-production fees may apply. Non-broadcast unless stated.

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## Video Games

Prices vary depending on project scale (Indie, A, AA, AAA).

**BSF:** £275

**Usage:** Negotiated (percentage of BSF or a one-off payment) Additional fees may apply for efforts/exertions.

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## Radio

I work to **Equity standard rates**.

**Prices start from £27.60.**

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## Audiobooks

Calculated per finished hour, including full edit and master via my professional editor.

**Rate:** £275 PFH

Includes standard audiobook distribution rights.

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## CONTACT

For a quote within 24 hours, email: [rachel@female-voiceovers.co.uk](mailto:rachel@female-voiceovers.co.uk)