


**KW VOICEOVERS** KEISHA WHITE **RATE SHEET**

This rate sheet lists the standard non-union rates for various voiceover services. If there is a service you are looking for that is not listed here, please schedule a consultation to discuss a quote on my website [www.kwvoiceovers.com](http://www.kwvoiceovers.com).

**BROADCAST VO**  
(TV, RADIO, PAID INTERNET)



	RADIO -OR- INTERNET RADIO <i>(+50% FOR BOTH)</i>		TV/CABLE -OR- PAID WEB <i>(+50% FOR BOTH)</i>		
	:15SEC :30SEC :60SEC	BIT PARTS TAGS DONUTS ALTS (<:10SEC)	:15SEC :30SEC :60SEC	SHORT RUN (7 DAYS)	BIT PARTS TAGS DONUTS ALTS (<:10SEC)
	<b>SINGLE MARKET</b>	\$175	\$100	\$300	\$150
<b>MULTI MARKET</b>	\$250	\$125	\$375	\$175	\$200
<b>REGIONAL</b>	\$350	\$175	\$600	\$325	\$250
<b>NATIONAL</b>	\$1,200	\$250	\$1,700	\$600	\$450

*All rates are for a consecutive 13-week usage cycle. 26-week usage = rate x2, 52-week usage = above rate x3.*

**PODCAST INTRO / OUTRO**

**Standard rate of \$200 for either, \$400 for both.**

**NON-BROADCAST VO**  
(E-LEARNING, TRAINING VIDEOS)

<1 MIN	1-3 MINS	3-5 MINS	EACH ADDTNL MIN
\$150	\$200	\$300	+\$50

**NON-PAID INTERNET**

<1 MIN	1-3 MINS	3-5 MINS	EACH ADDTNL MIN
\$200	\$275	\$350	+\$75

**FILM, VIDEO GAMES, & APPS**

4-HOUR SESSION	EACH ADDTNL HOUR
\$600	+\$150

*Above rate listed is for a standard recording session, studio or virtual. Standard rate is \$150 per hour.*

**REVISIONS (ALL MEDIA)**

The standard rate for revisions (within reason) across all forms of media (broadcast, non-broadcast, etc) is \$100 per script. Rate may be negotiated based on the complexity of copy edits.

## **Broadcast VO (Commercials)**

Broadcast voiceovers are for media that airs on television, radio, or as paid placements over the internet.

### **Bit Parts**

An actor (bit player or day player) having a minimum of one line, and up to six lines, such as background voices or narrative enhancements.

### **Tags**

A tag is a short phrase added to the end of ads or audio content. It leaves a lasting impression and strengthens the brand message.

### **Donuts**

Donuts are sections of a script or audio that are intentionally left blank or unrecorded, typically for the purpose of adding content later.

### **Alts**

Alts are alternative takes or variations of a particular voiceover line. These alternatives are typically used to give the client or director more options to choose from, or to fit different contexts or emotions (*i.e.*, tone, speed, accents, volume, phrasing variations).

### **Single Market**

Any single market ranked 26 *or* below (Nielsen Designated Market Area Rank).

### **Multi Market**

Up to three markets or any market ranked between 4–25.

### **Regional**

Up to 15 markets in the United States *or* one of the following: NYC, LA, Chicago, District of Columbia (and its surrounding metropolitan areas).

### **National**

Over 15 markets in the United States.

## **Non–Broadcast VO**

Non–broadcast voiceovers are typically used for internal agency use only (*e.g.*, training and/or educational purposes). Non–broadcast voiceovers are considered “buy–outs” where the client pays the artist once and can use the media in perpetuity.

## **Non–Paid Internet**

Voiceovers for content used on company websites, social media videos (not paid ads), and YouTube videos.