

**VO Rate Guide** *(all rates are listed in USD):*

**Broadcast – TV Spots** *(min. rate per spot under a standard 13 week cycle)*

- Local Stations: \$350 small market | \$550 large market
- Regional: \$1,250
- National: \$2,500

**Broadcast – Radio Spots** *(min. rate per spot under a standard 13 week cycle)*

- Local Stations: \$200 small market | \$400 large market
- Regional: \$750
- National: \$1,500

**Broadcast – TV & Radio Tags**

- Local Stations: \$100
- Regional: \$200
- National: [Let's Talk!](#)

**Non-Broadcast – Corporate & Business Narration**

- up to 2 minutes: \$300
- 2 – 4 minutes: \$400
- 4 – 7 minutes: \$500
- 7 – 10 minutes: \$600
- 10+ minutes: [Let's Talk!](#)

**Non-Broadcast – Explainer/Whiteboard Narration**

- up to 90 seconds: \$200
- 90 seconds to 3 minutes: \$300
- 3 – 5 minutes: \$400
- 5+ minutes: [Let's Talk!](#)

**Non-Broadcast – Training/Tutorial/e-Learning Narration**

- \$0.25 per word with a \$150 minimum project rate

**Non-Broadcast – Telephone, IVR, Voicemail, On-hold Messaging**

- \$150 minimum  
+\$5 per prompt for IVR  
+\$5 for each on-hold message

**Non-Broadcast – Real Estate Video**

- up to 2 minutes: \$200
- 2 – 5 minutes: \$250
- 5 – 10 minutes: \$300