

# RATE GUIDE

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For convenient viewing and hassle-free locating of information, please use the index located below. Beneath each section of rates will also be listed an informative description of what the rates will include.

For additional information about rates or inquiries about projects not listed on this guide, please contact me directly at

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(0)	LOCATION REFERENCE SHEET	
<b>LOCAL</b>		one state (no major markets)
<b>REGIONAL</b>		2-3 states or 1 major market
<b>NATIONAL</b>		all states, excluding major markets
<b>ALL</b>		all states, including major markets

### TV BROADCAST

(1)	LOCAL	REGIONAL	NATIONAL	ALL
3 MONTHS	\$400	\$500	\$700	\$1,200
6 MONTHS	\$700	\$900	\$1,300	\$2,300
1 YEAR	\$1,200	\$1,500	\$2,500	\$3,200

### TERRESTRIAL RADIO BROADCAST

(2)	LOCAL	REGIONAL	NATIONAL	ALL
3 MONTHS	\$250	\$300	\$450	\$575
6 MONTHS	\$350	\$550	\$800	\$1,100
1 YEAR	\$650	\$950	\$1,400	\$1,500

(1-2) All rates are for a single spot only |15-90 seconds| and broadcasting rights.

### TV TAG

(3)	LOCAL	REGIONAL	NATIONAL	ALL
3 MONTHS	\$150	\$200	\$250	\$300
6 MONTHS	\$250	\$350	\$450	\$550
1 YEAR	\$400	\$500	\$650	\$800

### TERRESTRIAL RADIO TAG

(4)	LOCAL	REGIONAL	NATIONAL	ALL
3 MONTHS	\$150	\$175	\$200	\$250
6 MONTHS	\$250	\$300	\$375	\$475
1 YEAR	\$375	\$475	\$575	\$675

(3-4) All rates are for a single tag, and broadcasting rights. Tags must come at the end of the spot and must be specific regarding date, time, location, etc. Cannot introduce a new product or add a new idea to the spot.

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## TV DOCUMENTARY/NARRATION

(5)	
<b>30 MINUTE</b>	\$600-\$800
<b>1 HOUR</b>	\$1,500-\$3,000

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(5) Rate varies depending on the amount of narration required. Full buyout rate is for cable and will vary depending on placement of program as well as expected duration to air. Airing on additional platforms, such as streaming or international markets, 20% will be added to the final price per addition.

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## SOCIAL MEDIA AD

(6)	LOCAL	REGIONAL	ALL
<b>3 MONTHS</b>	\$400	\$500	\$1,000
<b>6 MONTHS</b>	\$750	\$950	\$1,400
<b>1 YEAR</b>	\$1,275	\$1,500	\$2,000

## INTERNET/STREAMING SERVICES AD

(7)	LOCAL	REGIONAL	ALL
<b>3 MONTHS</b>	\$400	\$525	\$1,000
<b>6 MONTHS</b>	\$750	\$1,000	\$1,800
<b>1 YEAR</b>	\$1,200	\$1,600	\$2,500

## INTERNET RADIO AD

(8)	LOCAL	REGIONAL	ALL
<b>3 MONTHS</b>	\$500	\$600	\$1,000
<b>6 MONTHS</b>	\$900	\$1,100	\$1,500
<b>1 YEAR</b>	\$1,500	\$1,500	\$2,500

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(6-7-8) All rates for a single spot |15-90 seconds| and broadcasting rights. For internet based ads, the placement of advertisements in major markets for local and regional is permitted at no additional cost.

## TOYS AND GAMES

<b>(9)</b>	
<b>TOYS AND GAMES</b>	\$500 per 2 hour session. Additional \$200 per hour over
<b>TOY AND GAME DEMOS</b>	\$150 per hour

(9) Buyout is \$1,000 to \$2,500 per product in addition to the session fee. Buyout prices depending on product and release and covers product speaking in commercial advertisements.

## AUDIOBOOKS

<b>(10)</b>	
<b>PER FINISHED HOUR</b>	\$300 per hour
<b>PER RAW HOUR</b>	\$225 per hour

(10) Depending on the project, a rate of \$100 PFH + negotiated royalty share can be discussed.

## CINEMA ADVERTISEMENTS

<b>(11)</b>	<b>1-3 STATES</b>	<b>4+ STATES</b>
<b>1 MONTH</b>	\$300	\$500
<b>3 MONTHS</b>	\$425	\$800
<b>6 MONTHS</b>	\$800	\$1,500
<b>1 YEAR</b>	\$1,200	\$2,400

(11) All rates for a single spot [15-90 seconds] and rights to cinema usage only. No exclusion from major markets.

## CORPORATE/INDUSTRIAL

(12)	NON-BROADCAST
<b>1-2 MINUTES</b>	\$200-\$400
<b>3-5 MINUTES</b>	\$450-\$600
<b>6-10 MINUTES</b>	\$650-\$750

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(12) Session minimum of \$200. Session minimum will cover 1 minute of completed audio. Any recording under 1 minute will still be charged the session minimum of \$200. For additional rates on corporate/industrial please reach out directly. Buyout for external use of audio available upon request.

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## MEDICAL NARRATION

(13)	NON-BROADCAST
<b>1-2 MINUTES</b>	\$300-\$500
<b>3-5 MINUTES</b>	\$525-\$600
<b>6-10 MINUTES</b>	\$650-\$750

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(13) Session minimum of \$300. Session minimum will cover 1 minute of completed audio. Any recording under 1 minute will still be charged the session minimum of \$300. For additional rates on medical narration, please reach out directly. Free re-record of up to 10% original word count. Any mistakes are re-recorded for free.

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## E-LEARNING

(14)	NON-BROADCAST
<b>PER RAW MINUTE (no editing)</b>	\$15-\$35
<b>PER FINISHED MINUTE (includes editing)</b>	\$25-\$55

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(14) Rate depending on complexity and subject matter of the script. For an exact quote, please reach out directly. Session minimum of \$200 required.

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## EXPLAINER VIDEO

(15)	NON-BROADCAST
<b>SINGLE VIDEO (DELIVERED: UP TO 90 SECONDS FINISHED AUDIO)</b>	\$325
<b>BULK VIDEOS (DELIVERED: EACH UP TO 90 SECONDS FINISHED AUDIO)</b>	\$275

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(15) Rate listed is per video and includes usage on: company-owned website, YouTube channel, and social media platforms. Does NOT include Paid Placement for commercial broadcast and/or web usage including but not limited to: boosted posts, sponsored ads, pre-roll, mid-roll, or other web ads. For bulk video rate, clients must order 3 or more recordings at a time.

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## ADDITIONAL EXPLAINER VIDEOS

(16)	
<b>LOBBY VIEWING (NOT SELLING PRODUCT)</b>	\$500 / 1st hour \$225 / Each additional hour (rate based on studio hours)
<b>LOBBY VIEWING (SELLING PRODUCT/SERVICE)</b>	Please refer above to PAGE 2 - Section (1) to determine the applicable rate.
<b>KIOSK USE [FULL BUYOUT] (NOT SELLING PRODUCT)</b>	\$500 / 1st hour \$225 / Each additional hour (rate based on studio hours)

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(16) Non-hourly rate can be discussed and negotiated depending on length of script at request of client or actor.

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