



# Voice123 Launches a Guide to Help Voice Seekers Determine Voice Over Project Budgets

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*Let the experts tell you how to arrive at the perfect voice over project budget.*

PR9.NET August 29, 2006 - New York, NY - Being the employer and voice talent seeker in the voiceover business is no mean task. There is a sea of voiceover actors out there. How do you determine which one's the best for you? How do you attract the best voiceover talents to your project? What is the best way to decide a project budget, which is fair and professional? These are just some of the questions that the experts at Voice123 (<http://voice123.com/?c=p15>) set out to answer. With their new rate guide for posting projects, they aim at making life easier for the talent seeker. The Rate Guide formulated by Voice123 presents the average costing fit for projects of various types. This guide helps both the voice seeker and the voiceover artist in arriving at a fair deal on projects posted on Voice123.com

Employers often find themselves at crossroads where they want to attract the best voice talents to their projects, but their budget seems to be skewed. If this is the scenario, a talent seeker is set to lose out on precious voiceover talent. The rate guide for posting projects, developed by the experts at Voice123 aims at making the process of posting projects and attracting talented voice actors to your project, faster, easier and more effective. In three short steps, the experts show you to get your pricing right.

First step, the guide says is to determine the details of the voiceover recording. What type of voiceover is it – if it's meant for radio, TV, movies or documentary, on-hold message, voicemail greeting or videogame. The length of the voiceover job needs to be worked out next. This is decided on the basis of the time taken or words used for an audio. A talent seeker has to clearly specify the actual time of the recording (30 seconds, 60 seconds, 1 minute etc.), or alternatively base it on the total number of words or pages their script has. After the type and length are decided, the reach of the voiceover audio is taken into account. Reach essentially refers to the audio being aired locally, regionally or nationally, and whether it is broadcast or non-broadcast. If any voiceover recording does not use TV or radio as a medium is referred to as non-broadcast.

Voice123 experts suggest that once the abovementioned criteria are figured out, the next step is to arrive at a suitable cost for the voice over job. The guide provides a simple break-up of voiceover jobs with price range according to various categories. For example, Voiceover Commercials for TV are divided into 3 time frames – 15 sec, 30 sec and 60 sec. The rate guide provides average price range for these voiceover recordings according to local, regional and national markets respectively. With the help of this guide, a voice talent seeker can arrive at a suitable project budget. He or she will also need to add on any additional costs such as postproduction costs or translating costs if any, and come up with a final consolidated cost. The rate guide is meant to be beneficial for both voice talent seekers and voice talent providers.

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## About Voice123.com

Voice123.com is an online voice over marketplace based in New York. With the largest online voice over talent database and a vast number of daily voice over job postings, Voice123 helps voice over talents to promote their voice services, and companies to find the right voice over for their projects. With a young, highly qualified, and technology-oriented team, Voice123 is always looking to provide an innovative service and be a world-class technology company.

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