



Quoting A Price for Projects Giving You the Nerves? Voice123 presents a Guide to Voiceover Rates

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Freedom from price dilemmas: a comprehensive answer to all your pricing problems.

PR9.NET August 30, 2006 - New York, NY - Being a voiceover artist can be a tricky affair at times, especially when one is relatively new to the business and is not aware of the pricing process. An ignorant price quote may cost a voiceover artist a number of opportunities. Voice123 (<http://voice123.com/?c=p16>) presents the answer to all such pricing and quoting dilemmas. A rate guide formulated, which spells out the average costing applicable to projects of various types. This guide is a boon not only to the newcomers amongst voiceover talents, but also for those who have been in the business for a considerable period of time.

Formulated by the voiceover business experts at Voice123, this rate guide for voiceovers helps a voiceover artist in determining the process of arriving at a suitable price quote. The guide and the rate card also aim at increasing pay rates for voiceover actors. 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. The details would include type of recording – if the voiceover is meant for radio, TV, movies or documentary. Or, you need to figure out if it's an on-hold message, voicemail greeting or videogame. Once the type of voiceover is determined, the length of the voiceover job needs to be worked out. It can be done on the basis of either the time taken or words used. This basically means that a voiceover artist needs to figure out the actual time of the recording (30 seconds, 60 seconds, 1 minute etc.), or alternatively determine the voiceover price based on the total number of words or pages a particular script has. After having arrived at these two milestones, the professionals need to determine if the voiceover recording is meant for broadcast or is it non-broadcast. Broadcast recording refers to audio pieces which get played on Radio and TV. Also, the reach of an audio piece is based on whether it's played locally, regionally or nationally.

Voice123 (<http://voice123.com/?c=p16>) 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 a guide, a voice talent can arrive at a suitable price and add on any additional costs such as postproduction costs or translating costs if any, and come up with a consolidated cost.

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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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