



Ads Agencies to Benefit from the Spring '07 Release of Voices.com

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Agencies in search of top tier voice over talent and easy project management from hiring to billing have a friend in Voices.com.

PR9.NET May 03, 2007 - Toronto, Canada – Some of the hardest aspects of finding a voice over talent in the past included knowing where to go, who to trust and how to make payment. Voices.com, the world's largest online voice over marketplace and home to an International base of top tier voice talent and audio producers, is naming advertising agencies specifically as one of the foremost beneficiaries of the Spring '07 Release, said to be the best thing to happen to the voice over industry online since digital file delivery.

One of the two principal innovations of the Spring '07 Release engineered and created with advertising agencies in mind is the revolutionary new way to directly contact and hire voice over professionals for work. Advertising agencies are now able to invite individual voice talent to apply to Private Leads, job postings with a handful of applicants, in addition to posting Public Leads to all eligible voice over talent at Voices.com.

The Spring '07 Release also brings the added organizational ability to coordinate Favorites on a per job posting basis. This makes it easier for agents to remember why they liked a particular voice and what their relationship to that voice talent with regard to their voice type is.

Voices.com has also provided the implemented the ability for agencies to organize their Favorite voice talents on a per job posting basis, meaning that a given voice would be related to a particular job posting, giving the listing significance and also coordinating the Favorites appropriately when it comes time to pick the perfect voice to fulfill specific needs. This feature also makes it easier for agents to remember why they liked a particular voice and what their relationship to that voice talent with regard to their voice type is.

Advertising agencies can also offer a voice talent a job immediately. If the voice talent fits, why not hire them right away? By sending a message to the voice talent with a job offer, ad agencies can move quickly and streamline the hiring process by initiating a job offer to the voice talent of their choice. The receipt of a job offer triggers the negotiation process whereby a voice actor can accept, negotiate or decline an opportunity presented by a prospective advertising client.

If an agreement is reached through the negotiation phase and a job offer is accepted, a client is then able to deposit the agreed upon funds through SurePay, a secure escrow account managed by Voices.com. The deposited funds will be held in trust until the voice over work has been completed and the final product approved. After approval, the funds are then released to the voice actor by the team at Voices.com, ensuring quality voice over work for the client as well as prompt, financial compensation for the voice actor.

Voices.com CEO and co-founder, David Ciccarella says, "Advertising agencies love the new freedom and online accessibility Voices.com provides. We help them to manage all aspects of their relationships online with voice over talent and streamline the entire process of finding the perfect voice through payment and delivery of the final product."

To learn more about the Voices.com web service, visit:

<http://www.voices.com>

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About Voices.com

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Based in Ontario, Canada, Voices.com provides an online marketplace, facilitating transactions between business clients and voice-over professionals employing a comprehensive suite of web-based services. Clients that have worked at Voices.com include NBC, ESPN, PBS, The History Channel, Reader's Digest, Comcast, Nortel Networks, Bell Canada, Microsoft, Cisco Systems, ING, Western Union, Ford, GM, Jaguar, US Army, the US Government and more.

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