



CLARK CASEY
VOICE TALENT

RATE SHEET

NON-BROADCAST JOBS

The rate for non-broadcast jobs varies based on the finished minutes or word count of your script. All projects other than TV, radio, and internet ads are categorized as non-broadcast. A useful tool for determining time based on word count is <http://www.speechinminutes.com/> combined with realcounter.net to determine actual words spoken in a script (ex. 465 would actually be 3-4 words, depending on how its said)

Finished Minute Scale	Word Count	Rate Range	Notes
0-2 min	300 or less	\$200-\$450	Single video usage only. Includes editing and file naming/splits. DOES NOT include TV, broadcast, or any additional internet/web advertisement usage. Industrial/medical can command higher rates based on complexity of industry or subject matter.
2-5 min	300-750	\$450-\$550	
5-10 min	750-1500	\$550-\$700	
10-15 min	1500-2250	\$700-\$800	
15-20 min	2250-3000	\$800-\$999	
20-30 min	3000-4500	\$1000-1350	
30-40 min	4500-6000	\$1350-\$1750	
40-60 min	6000-9000	\$1750-\$2350	

*File splitting add-on is \$1/split

BROADCAST JOBS

TELEVISION

Local		Regional		National	
3 months	\$400-\$500	3 months	\$500-\$650	3 months	\$750-\$1400
6 months	\$800-\$1000	6 months	\$1000-\$1300	6 months	\$1400-\$2500
1 year	\$1200-\$1500	1 year	\$1500-1800	1 year	\$2500-\$3500

*All rates are for one spot only. Spot length :15 - :90. The rate is negotiable for multiple spots. Renewal option is existing rate PLUS 10%-20% of original rate.

RADIO

Local Ad		Regional Ad		National Ad	
3 months	\$250-\$320	3 months	\$300-\$375	3 months	\$600-\$750
6 months	\$350-\$400	6 months	\$600-\$725	6 months	\$1250-\$1350
1 year	\$850-\$950	1 year	\$950-\$1100	1 year	\$1500-\$1700

Local Tag		Regional Tag		National Tag	
3 months	\$125-\$175	3 months	\$175-\$225	3 months	\$250-\$315
6 months	\$275-\$350	6 months	\$325-\$450	6 months	\$450-\$625
1 year	\$375-\$450	1 year	\$475-\$550	1 year	\$675-\$775

*All rates are for one spot only. Spot length :15 - :90. The rate is negotiable for multiple spots. Renewal option is existing rate PLUS 10%-20% of original rate.

*Worldwide add-on = 3x National Rate

Online Ad

3 months	\$525-\$750
6 months	\$1050-\$1250
1 year	\$1500-\$1800

*All rates are for one spot only. Spot length :15 - :90. The rate is negotiable for multiple spots. Renewal option is existing rate PLUS 10%-20% of original rate.

*1/2 rate for internet/streaming radio

PROMO & IMAGING

Radio		TV	
Local	\$150-\$300	Local	\$150-\$200
Regional	\$450-\$600	Regional	\$350-\$500
National	\$600-\$850	National	\$750-\$1000

IVR/MESSAGE-ON-HOLD

IVR	\$150 + \$1/prompt
Message-On-Hold	\$200 minimum \$100/min