

Rate Card

New MEAA Rates are now active: see [MEAA Voiceover rates](#)

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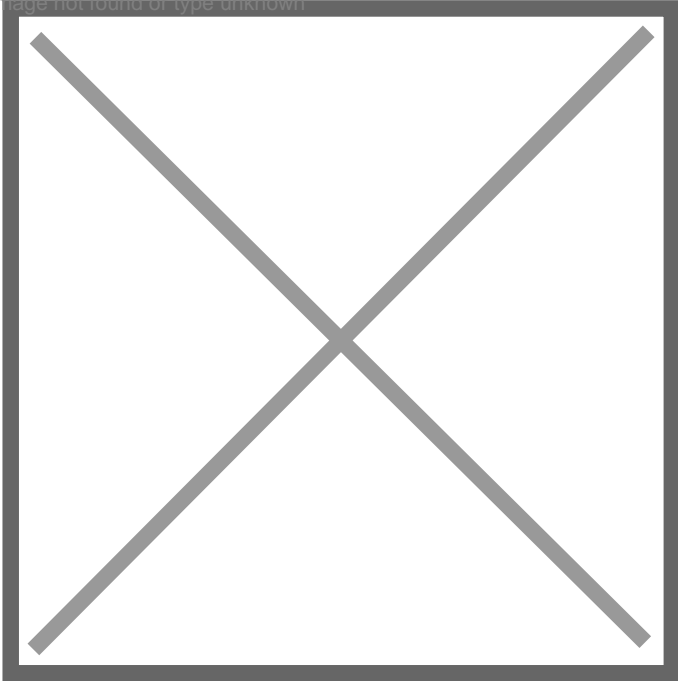


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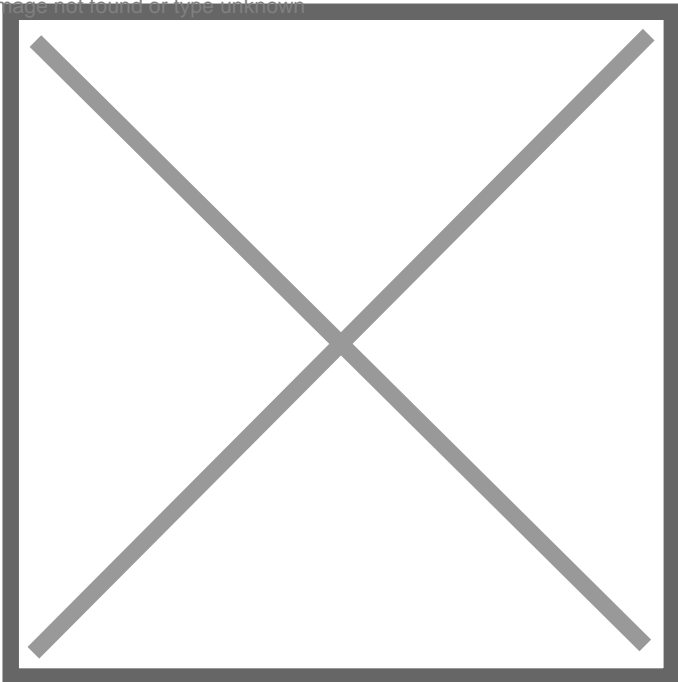


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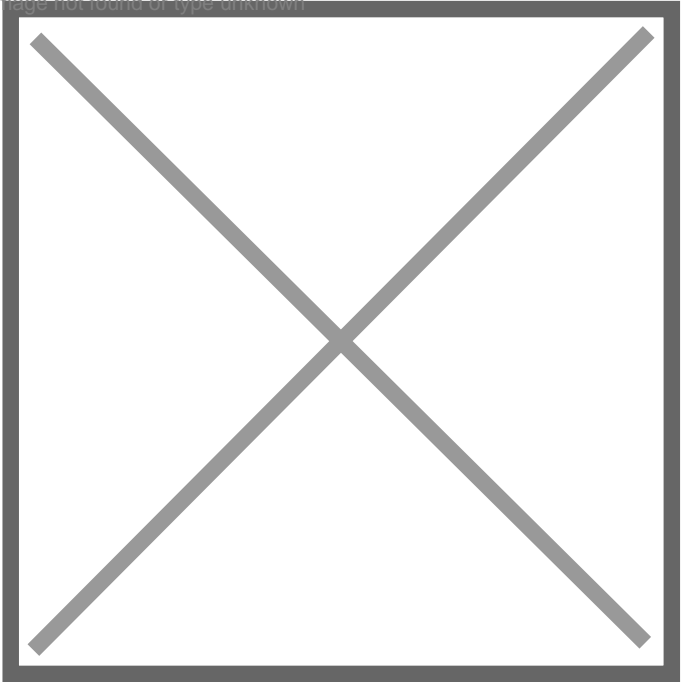


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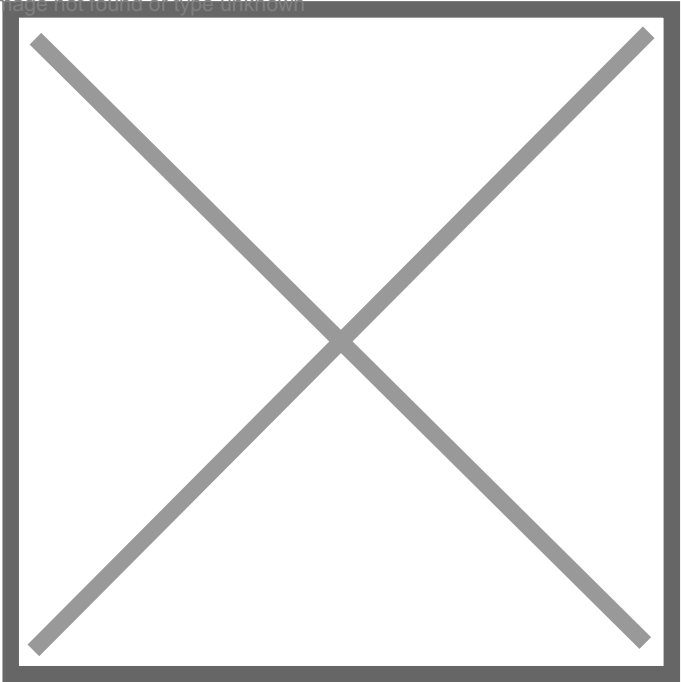
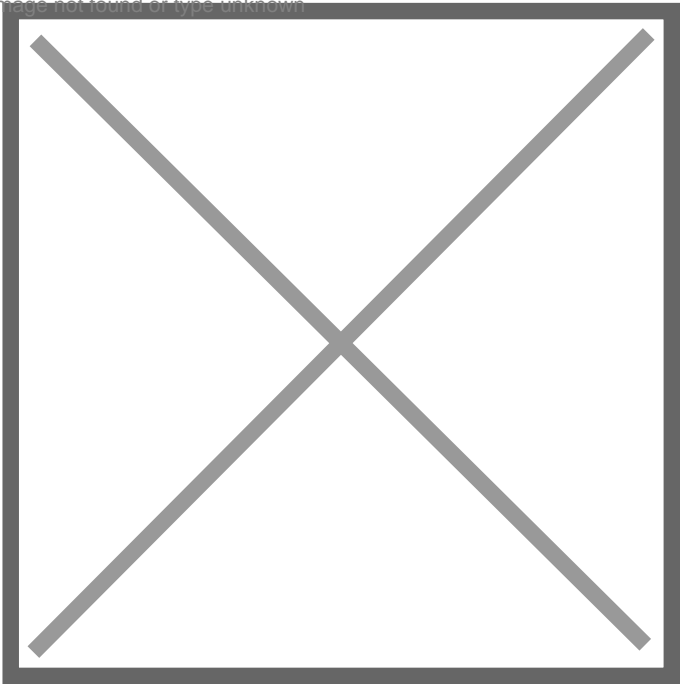


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Type	Recording session duration	Base Rates AUD (ex gst)
Announcements - live	per product/per hour	575-920
Announcements - pre-recorded - events	per product/per hour	550
Announcements - pre-recorded - inflight	per product/per hour	550
Announcements - pre-recorded - other	per product/per hour	550
Announcements - pre-recorded - rail	per product/per hour	550
Animatics-Not for broadcast	per product/per hour	215
Audio book	per product/per hour	340
Audio Tour - Real estate - per property	per product/per hour	220
Audio Tour - Gallery - per show	per product/per hour	550
Audio Tour - Trade show/other	per product/per hour	550

Award Ceremony - live	per product/per hour	920
Awards Ceremony - pre-recorded	per product/per hour	750
Case Studies-Not for broadcast	per product/per hour	365 - 460
Case Studies-Online	per product/per hour	365 - 620
Cinema - 1 State *	per product/per hour	400 - 725
Cinema - More than 1 State *	per product/per hour	530 - 1055
Conference - live	per product/per hour	750
Conference - pre-recorded	per product/per hour	550
Digital Media- AI-Artificial Intelligence	per product/per hour	600
Digital Media - Apps	per product/per hour	450
Digital Media - Ads in Video streaming *	per product/per hour	530 - 1055
E-Learning - 1 module - 0 - 30 mins	per product/per hour	450
E-Learning - 1 module - 30 - 60 mins	per product/per hour	880
E-Learning – other	per word	0.25 - minimum 125
Events	per product/per hour	550 - 880
Explainer Video	per product/per hour	720
Foreign Narration	per script/per hour	485
Foreign Narration - Pick up	per script/per hour	295
Internet - Website Navigation	per product/per hour	650
Internet - IOT- Internet of Things	per product/per hour	650

Internet - You Tube, Vimeo, etc	per product/per hour	350
Internet -Social Media	per product/per hour	250
IVR - Full	per product/per hour	475-950
IVR - pick up prompts	per product/per hour	450
On-Hold message	per product/per hour	215-365
Online Video Intro	per product/per hour	250
Podcast - Narration	per product/per hour	190
Podcast – Intro	per product/per hour	100
Point-of-Sale /In-store	per product/per hour	550
Post -Synchronisation	per product/per hour	215 - 275
Presentation - business or event - internal	per product/per hour	540
Presentation - business or event – external	per product/per hour	880
Promotional Video – audio Introduction only	per product/per hour	250
Promotional Video - Hype or showreel	per product/per hour	620
Radio - 1 state *	per product/per hour (up to 5 tracks)	370 - 445
Radio - More than 1 State (Australia) *	per product/per hour (up to 5 tracks)	410 - 525
Radio + Digital Bundle	per product/per hour (up to 5 tracks)	615 - 785

Research Narration- Not for broadcast	per product/per hour	215
Talking Products	per product/per hour	POA
Trade Shows	per product/per hour	550 - 880
Translation	per 100 words or part thereof	55
TV - 1 state *	per product/per hour	385 - 805
TV - More than 1 State (Australia) *	per product/per hour	500 - 1175
TV - International (outside Australia)	per product/per hour	POA
TV + Internet Bundle	per product/per hour	795 - 1585
Webcast	per product/per hour	720
Xtras - Accents - per accent	per product/per hour	215
Xtras - Cartoon/Animation Voice - per voice	per product/per hour	215
Xtras - Character voice- see definition below	per product/per hour	215
Xtras - Auditions/Submissions	per product/per hour	215
Xtras - Studio Production + Engineer	per hr	250 (3 hr min may apply)
Xtras - Artist travel -Live performance	at cost	POA
Xtras - Artist Accom/Meals - Live performance	at cost	POA

* Price varies depending on 3 variables : (1) Length of recording eg 30 sec or 60 secs (2) Geographic Usage Locations eg 1 state (local) or more than 1 state (regional or national) and (3) Duration of licence eg 3 months, 6 months or 12 months.

All Prices are listed in Australian Dollars (AUD) but can be billed to you in USD, GBP or EURO if preferred. Fees apply.

DEFINITIONS

POSTPONEMENT:

A call may be postponed within 24 hours of the booking without penalty provided that a further definite booking is made within 7 days of the original call. In all other cases a cancellation fee is payable. Only one postponement is allowed before a cancellation fee is incurred. If the rescheduled call is cancelled within the postponement period a cancellation fee is payable.

CANCELLATION FEE:

If less than 24 hours notice is given prior to time of the booking, a base rate of \$215 per hour is payable.

CHARACTER VOICE:

Any voice or sound that is outside the range of an artist's normal speaking voice, including any accent or voice for an animated character. If in doubt, please check with us at time of booking. Broadcast clearance of any character voice or impersonation is the responsibility of the client.

EXCLUSIVITY:

Exclusivity should not be presumed for any voice artist or any product. Exclusivity is by negotiation only.

MINIMUM RATES ONLY:

The rates in this rate card are minimum rates only. We are free to negotiate rates with producers/advertisers in excess of the rates set out herein, provided that where a single television track is intended to run with different tags (as defined) in a large national campaign that is substantial in nature and there are to be multiple tags produced in one session, then we may negotiate rates other than those set out in this rate sheet.

NAME ASSOCIATION:

Double fee where the performer's name (either visually or audibly) is to be used in conjunction with any campaign.

ROLLOVERS:

Where use exceeds the contracted period a rollover must be paid. The producer/advertiser must advise us before this occurs and arrange for the rollover fee to be paid. Rollovers are charged at current rates.

SUBMISSIONS:

"Submission" is defined as a recording where a performer is asked to voice a proposed script for a

commercial for demonstration purposes only. A submission track may be broadcast provided a final/ broadcast fee is paid. If a track is a submission, this must be notified to us at the time of booking otherwise the full fee is payable. It will be assumed, unless otherwise notified, that all submissions (excluding research-only tracks) are going to air. The balance of the final fee will be invoiced within 30 days of the date of the recording.

ADDITIONAL USES:

In-Store, Point of Sale, In-Flight, Trade fair, Outdoor, Stadium Usage: Payable at 100% of the applicable TV or radio fee provided that where three or more of these additional media are required concurrently, a maximum double fee is payable. Other usage or mediums by negotiation. Other usage or medium such as Television and Radio Station Promos, Mobile Phones, Electronic Scoreboards, Shopping Centre P.A.s, Kiosks, Talking Products, Street Vision and other electronic broadcast utilities. Fees by negotiation.

TAGS

A tag is confined to the following information added to the end of a track: business name, location, phone number or information which relates solely to the legal requirements of the jurisdiction in which the commercial is to be communicated. A recording may be considered a tag if it updates a track with the above information and where at least 1 full final fee has been charged. A tag or tags can only be added to 1 original main track and must be run in an identical format in all markets. In cases where multiple tags are used, rates by negotiation.

OVERSEAS USAGE:

Double loading per country, excluding US and UK which are by negotiation and New Zealand, Singapore and Hong Kong which are charged at Australian national rates.

USAGE:

Usage considered to commence from date of recording unless otherwise notified.

ARTIFICIAL INTELLIGENCE AND GENERATIVE AI

Artificial Intelligence is a computer or machine-based application designed to mimic human thoughts and processes. Generative AI uses Artificial Intelligence to create new content. The use of any part of a recording or performance in any Artificial Intelligence application is prohibited without the express written permission of the artist or artists' representative and appropriate remuneration paid prior. Rates for AI by negotiation.

AAVA Voice Actor Generative AI Agreement

The Commercial Voiceover rates listed above are the industry minimum rates for the engagement of Commercial Voice Over Artists in Australia. These rates have been developed by Equity in consultation with the Communications Council of Australia.

Rates current as of : April 2025

Voiceover International - P.O. Box 179,Crows Nest, NSW 2065, Australia 1300 922 122



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