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ADR			
	Guide Rates	Usage Fee/Usage Buyout Structure	Notes
Audio Description	£200	Usage included in the session fee	<ol style="list-style-type: none">1. Audio Description means voicing the on-screen action / dialogue for a visually impaired audience.2. Rates listed are per-hour
Single ADR	£200	100%+ BSF, negotiated relevant to the character/part being played	<ol style="list-style-type: none">1. Single ADR mean me voicing individual lines of dialogue, to picture (usually replacing poor or unusable on-set dialogue)2. Rate quoted is per-hour3. This does not include reversioning, or 'reversion dubbing' a different language

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Animation			
	Guide Rates	Usage Fee/Usage Buyout Structure	Notes
Film, Animated Series - Episode Rate	£265	By negotiation	<p>Rates quoted are per episode, typically 3-4 episodes per day.</p> <p>I'll need to know the distribution and what the marketing budget is. I need to bear in mind broadcast fees, web fees and other usage fees, plus if my performance will be used in TV/Radio/Cinema commercials</p> <p>My performance and the character's voice may lead to merchandising, gaming, toys and more. This is usually included in my 'usage payment', in perpetuity, worldwide.</p> <p>I am more than happy to negotiate in stages, e.g. one stage for broadcast usage, one stage for commercial advertising, toys, gaming etc.</p>
Film, Animated Series - Session Rate	See Notes	See Notes	<p>Animations are typically paid per-episode (see above). In rarer cases or after episodic payments are done, the following typically apply and include all usage worldwide in perpetuity:</p> <p>Hourly Rate: £265 1/2 day rate: £500 Full Day Rate: £1000 Pickup Rate: £200</p>
eb & Corporate Animation	£165	<p>Usage included in session fee for internal use only for corporate websites</p> <p>For generic www use, negotiate and/or see Web/Internet section</p>	<p>For broadcast and other rates see the appropriate section</p>

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Audiobook			
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Audible Radio Drama	£75 PFH		<p>1. This is a relatively new genre. So, depending on the project I'm happy to negotiate using the Radio Drama rates and the Audiobook rates as a guide</p> <p>2. Audible refers to the company 'Audible' rather than a radio drama that can be heard!</p>
Audiobooks – Standard	£65 PFH	Usage included within the price	Per Finished Hour means per hour of playback of the edited recording
Audio Books - Complex	£185 PFH		

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Cinema			
	Guide Rates	Usage Fee/Usage Buyout Structure	Notes
Commercials	£200	500% of BSF for 1 year, or divisible by quarters, i.e. 125% for 3 months	<ol style="list-style-type: none">1. This applies to commercials / adverts run in UK cinemas only.2. For other cinema's worldwide I will happily negotiate the charge based on the usage fee again, per country.

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Corporate			
	Guide Rates	Usage Fee/Usage Buyout Structure	Notes
Audio Guides	£200	50%-100% of BSF for 1 year	<p>1. Traditionally this is defined as museum-style audio guides</p> <p>2. This includes audio-guide apps, (which may have additional usage charges)</p>
Corporate - Generic VO	£180	No usage fee if not broadcast	<p>1. Corporate voiceover is defined as generic VO used for a companies AV content.</p> <p>2. This does not include commercial, explainer or web-content, unless on an internal intranet only.</p> <p>3. For non-commercial content used on the www, or hosted on Youtube, see the other relevant sections to negotiate the usage fee</p>
E-Learning	See Notes	Usage included within the price	<p>1. E-Learning is usually charged per-scripted-word</p> <p>0 - 1000 words @ £0.25/word 1001 words - 5000 words @ £0.18/word 5001+ words @ £0.14/word</p>

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<p>ELT (English Language Teaching)</p>	<p>£165 PFH</p>	<p>Included in fees unless otherwise stated</p>	<ol style="list-style-type: none">1. There are only a limited number of organisations in the UK who produce ELT content.2. All of these organisations are signed up to the Equity Suggested Rate3. Note this genre is called "Spoken Voice Recordings for Educational Non-Broadcast Use" in Equity4. Half day is 3.5 hours including a 30 minute break, Full day is 8 hours including a 2 hour break5. Not more than one hour's material may be recorded during each 3 hours of work6. The use to which a recording will be put, shall be stated on each individual contract7. Where improvisation is used for a substantial part of a session (40% or more) an additional fee of £28 per artist will be chargeable
<p>Medical Narration</p>	<p>£185 PFH</p>	<p>No usage fee if not broadcast</p>	<ol style="list-style-type: none">1. Medical narration generally is more involved due to the additional prep-work needed regarding the difficult content2. This does not include commercial, explainer or web-content, unless on an internal intranet only.3. For non-commercial content used on the www, or hosted on Youtube,

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Public Service Announcements	£165 PFH	Dependant on if charitable work or for broadcast etc	1. Organisational Campaigns are campaigns like "Don't drink and drive", or the "Green cross code".
			2. In North America these are referred to as Public Service Announcements 3. Usage will follow the broadcast rates defined in each genre, e.g., television, radio and so on. 4. Usage may be negotiated to £0 if conducted for a charity
Toys & Physical Games	£165 PFH	400% of BSF	1. For clarity, this is defined as 'physical' toys, and not software toys, apps or Gaming (video games)

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Gaming			
	Guide Rates	Usage Fee/Usage Buyout Structure	Notes
Game Dialogue	£150	<p>By Negotiation. E.g.:</p> <ul style="list-style-type: none"> - 50% of BSF, capped at £1500 - One-off £500 payment 	<ol style="list-style-type: none"> 1. Video Games means games released on any platform capable of playing games 2. Examples are PS4, XBOX, PC, Mac, iPhone/Android etc 3. Games are ranked as A, AA and AAA titles, denoting their size, budget, distribution and marketing scale 4. The Usage fees in the UK vary from producer to producer and none are agreed, hence the 3 different usage fees listed 5. Today's games are often built once and then distributed to multiple platforms and multiple regions 6. Negotiation can sometimes take place based on the game size, the number of platforms it will be distributed to and the global reach 7. Usage is usually indicative of a license in perpetuity for that title
Software Apps	£150	50% of BSF	<ol style="list-style-type: none"> 1. This includes any non-game software apps, typically sold on the App Store and Google Play

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IVR			
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IVR - AMA/EMA Registered	£5	Usage included in session fee	IVR means Interactive Voice Response systems, i.e., the menu systems on corporate telephone systems. This rate quoted is per-prompt where each prompt is not more than 50 words. It's normal practice for me to provide the files as separate mp3 files. If there are more than 10 files separate files there may be a small additional charge. Also there is a minimum charge of £75. I can also work on a PFH rate.
IVR - General Companies	£165 PFH	Usage included in session fee	This rate quoted is per hour.

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Internet			
	Guide Rates	Usage Fee/Usage Buyout Structure	Notes
Commercials (Web Only)	£165	400% of BSF for 1 year	<p>1. Web commercials are as TV commercials but used on the internet</p> <p>2. Rates are per session, not per commercial but the usage fee is per commercial</p> <p>3. Based on #2, it's possible you may only charge the usage if the BSF for the recording was charged already elsewhere</p>
Commercials (Web Only) - Pre-Roll	£165	400% BSF, for 1 year	<p>1. Pre-Roll videos are commercials which appear on sites like YouTube before, during or at the end of the main video content</p> <p>2. Rates are per session, not per commercial, but the usage fee is per commercial</p>
Explainers	£165	50%-400% BSF per year, negotiated based on the size of the hiring company, or estimated reach of the explainer	<p>1. Web explainers are show-how videos, often done in cartoon or doodle form, and then narrated, typically 1-2m long.</p> <p>2. Rates are per session with usage per explainer video unless otherwise negotiated</p>
Generic Voiceover (Web Only)	£165	100% BSF, for 1 year	<p>1. Generic Voiceover on the web is straight VO on web-based content which is not commercial, explainer, e-learning, ELT etc.</p> <p>2. Rates are per session and then the usage is for the content with in that session</p>
Radio (Web Only)	£50	100% BSF, for 1 year	<p>1. This is for internet-only based radio and voiceover work.</p> <p>2. Equity are in-progress with national stations, which also stream on the web, for rates</p>

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Spotify (Non-Commercial)	£165	Usage included in the session fee	<ol style="list-style-type: none">1. This is for Spotify-based voiceover content, not commercials on Spotify.2. For Spotify-based commercial advertising, follow the 'Commercials (Web Only)' rules
YouTube Content (Non-Commercial)	£165	100% BSF on top of usage for non-commercial work, for 3 months (or 400% per annum)	<ol style="list-style-type: none">1. Note the difference between unlisted YouTube content which can be embedded in a companies website, and public content which is searchable on YouTube2. Based on #1, negotiate accordingly

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Radio			
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Commercials (produced by Ad Agencies)	£175	<p>The Equity usage rate for local radio stations is a minimum of £40 per commercial, per station, per voice, per tag for 3 months usage, as is the market buyout rate</p> <p>The Equity usage rate for regional</p>	<p>1. This is for commercial adverts produced not by the radio station but by advertising agencies.</p> <p>2. Note - it's up to me to put a note in their diary and then call up the ad agencies to ask them if they want to renew after the 3-month usage period.</p> <p>3. The lines defining what is a radio station and what is an ad agency are sometimes blurred – Let me know exactly who owns the contract to produce the advert, and if the agency is part of the radio station</p> <p>1. These are for commercials produced by the radio stations only, and not by advertising agencies.</p> <p>2. The quoted rate is per commercial, not per session. Note that individual taglines (e.g. "Offer ends on Monday" and "Offer ends tomorrow") are treated as separate scripts and so require additional payment equivalent to the same rate.</p>

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<p>Commercials (produced by the radio station)</p>	<p>£195</p>	<p>The rate includes usage buyout per commercial, per station, per voice for 12 months only</p> <p>NB: An additional charge of £125 is chargeable if the hiring client (not the radio station) wishes to dial-in.</p>	<p>3. E.g., one commercial with 3 taglines is classed as 3 separate commercials...and this is then multiplied by the number of stations. For example, a commercial rate of £24.40 with 3 taglines and 4 stations would be quoted £24.40 x 3 x 4 = £292.80</p>
<p>Drama - BBC (Radio)</p>	<p>As per Equity guidelines</p>	<p>N/A</p>	<p>1. Hours of work. Full day - 7 hours work in a 9 hour period including 1 break of not less than 1 hour. Part day - 4 hours. Additional day - 6 hours work of an 8 hour period including 1 break of not less than 1 hour.</p> <p>2. Overtime. Up to 60m overtime - £9.35 per 15 minutes thereof. Over 60m up to 120m - 75% of additional day fee. Over 120m and up to 180m - 100% of additional day fee.</p> <p>3. Min weekly salary on the Radio Drama Company - £568. Weekly trainee rate £503 with £500 contract completion.</p> <p>4. The Archers scale a program between £259 and £294</p> <p>5. * = the first figure is for 2x transmissions, the second is for 1x transmission only.</p>

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Imaging - BBC	£50	N/A	The BBC is a non-commercial station so will have no commercial sponsorship
Imaging - Non-Sponsored - Individual Station	£135	N/A	1. 'Non-sponsored' means a radio image (for example "You're listening to Heart FM") that does not include a paid-for advertising sponsorship (for example "You're listening to Heart FM sponsored by Richard Foster") 2. Fee is per-hour session, not per image
Imaging - Non-Sponsored - National Network	£165	By negotiation	1. 'Non-sponsored' means a radio image (for example "You're listening to Heart FM") that does not include a paid-for advertising sponsorship (for example "You're listening to Heart FM sponsored by Richard Foster") 2. It has been known for national imaging to be paid for on monthly retainer with the VO rather than per session 3. Fee is per-hour session, not per image
Imaging - with Sponsor	£175	By negotiation	1. 'Non-sponsored' means a radio image (for example "You're listening to Heart FM") that does not include a paid-for advertising sponsorship (for example "You're listening to Heart FM sponsored by Richard Foster") 2. Fee is per-hour session not per image
Podcasts - Audio Only	£105	50%-100% of BSF, per year	1. These rates are standard industry rates in the UK 2. There are many small podcasts who want to employ voice artists who cannot afford these rates
Promo - BBC	£125	N/A	1. Note that Radio Promos are segments that advertise radio slots or shows and are not Radio Commercials/Adverts which advertise commercial products 2. Rates are per session, not per trailer

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Promos - Generic	£150	N/A	1. Note that Radio Promos are segments that advertise radio slots or shows and are not Radio Commercials/Adverts which advertise commercial products
			2. Rates are per session, not per trailer
<p>The price per station is a multiplier which is used to calculate the rate for that commercial, multiplied by the number of commercials (including separate taglines), the number of radio stations that commercial is played out on and the number of voice artists (in this case, 1, you).</p> <p>For example on a £24.40 station, with 5 scripts (or 1 script with 5 different taglines), to be played out on 20 stations, the price would be calculated as $£24.40 \times 5 \times 20 = £2,440$.</p> <p>Note also that this is for a usage license for 12 months only.</p>			

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Television			
	Guide Rates	Usage Fee/Usage Buyout Structure	Notes
Bumpers	£165	100%-400% of BSF for 1 year	<p>1. Bumpers are bookends for programs usually involving a sponsor, e.g., "The weather, sponsored by Richard Foster".</p> <p>2. Rates are per session, not per bumper</p> <p>3. Try and negotiate your rate higher if they are also using the bumpers for on-demand</p>
Commercials	£185	<p>Please see the 'Television Commercials Pulldown' below for full notes on how to charge for TV commercials...</p> <p>Note that although your session fee is per hour for your time, the usage is per commerci</p>	<p>In some cases on smaller channels, satellite, cable or internet channels, TVR's are not given, and 'Impressions' are given instead.</p> <p>You can work out how many TVR's are calculated (backwards) from the above calculation, and then round that number up. For example, 1 TVR = 490k viewers, and if the number of impressions was 390,000, this would equate to 1 TVR.</p> <p>The calculation is: Number of impressions divided by 490,000, and rounded up to the nearest whole number. This is confirmed by Equity. You then use this figure as a Network TVR and calculate your usage based on the methods above.</p> <p>Most agents simplify the process by charging the client a session fee AND 200% of the session fee per 3 month block of use on each video on demand channel.</p>

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Continuity	£165	Included in the session fee	<ol style="list-style-type: none">1. TV Continuity is the channel announcer of programming and program links2. The fees are negotiated but try and negotiate higher - it is unlikely you will get other continuity work once you are the voice of a channel3. The fees quoted are per hour, not per link
Narration	£340	Included within the rate.	<p>Rates quoted are per episode, and based on an aired one-hour show. Generally the prices change due to the stature of the network doing the show, the word-density of the script (i.e., how much you're actually reading which varies wildly), and how many people are expected to see the show.</p> <p>Discounts can apply for series work.</p> <p>Longer shows can charge more than quoted, shorter shows, sometimes less.</p>
Promos	£165	Included in the session fee	<ol style="list-style-type: none">1. Promos are segments that advertise upcoming shows, they are not TV commercials (which advertise commercial products)2. Rates are per session, not per promo

Charging Usage on Television Commercials:

TV commercials advertise commercial products in advert-breaks. All usage calculations are done via the usefee.tv website.

The fee quoted in the table above is for the session fee (or basic studio Fee - BSF), per hour of my time.

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Voice of God / Live Announce			
	Guide Rates	Usage Fee/Usage Buyout Structure	Notes
Live at Event Announcing	£1600	Not applicable unless broadcast, and in that case negotiated	<p>1. Voice of God is the announcer voiceover for live, usually corporate events, conferences, dinners etc.</p> <p>2. The fee does not usually include travel, food and accommodation, this is usually supplied by the hirer, unless by negotiation.</p>
Pre-Recorded Announcing	£165	Not applicable unless broadcast, and in that case negotiated	<p>1. Voice of God is the announcer voiceover for live, usually corporate events, conferences, dinners etc.</p> <p>2. Voice of God for televisual events are not usually included in this section and are treated under the television production genre</p>