

Voiceover Rate Card

Based on the **AVOA Rate Guide**- Nigeria's official voiceover Association (www.avoanigeria.org)

CATEGORY	DURATION/DETAILS	RATE (₦)	NOTES
COMMERCIALS	Radio/Online (60-sec script)	100,000 – 150,000	For FMCG, household brands, and digital platforms. Premium brands or political ads may command higher rates.
	TV (60-sec script)	150,000 – 250,000	Includes usage rights for 1 year. Additional fees apply for renewals or exclusivity.
	Online-Only (60-sec script)	100,000 – 250,000	Covers digital ads for platforms like YouTube, social media, and websites.
DOCUMENTARY			0-5 Minutes ₦150,000 – ₦250,000 6-15 Minutes ₦250,000 – ₦350,000 16-30 Minutes ₦350,000 – ₦500,000 31-55 Minutes ₦500,000 – ₦750,000 56-80 Mins. ₦750,000 – ₦1,000,000 81-131 Mins. ₦1,000,000 – ₦1,500,000
EXPLAINER VIDEOS	Per video with up to 175 words	150,000	Additional ₦50,000 for each 100 words thereafter. For non-broadcast or internal use. Broadcast usage fees to be negotiated.
CORPORATE	For up to a maximum of 5 recorded minutes or part thereof	150,000	Thereafter ₦50,000 for EACH additional 5 recorded minutes or part thereof. Corporate Voiceover used for a company's Audiovisual content on their website.
E-LEARNING	Per finished minute	15,000 – 30,000	Rates increase for technical or specialized content (e.g., medical or legal).
	Bulk projects (10+ minutes)	12,000 – 25,000/min	Discounts may apply for larger projects.

CATEGORY	DURATION/DETAILS	RATE (₦)	NOTES
IVR/TELEPHONE SYSTEMS	Per prompt (up to 50 words)	20,000 – 40,000	Includes phone menu recordings or on-hold messages.
	Bulk prompts (5+ prompts)	18,000 per prompt	For multiple prompts recorded in the same session.
AUDIOBOOKS	Per finished hour (PFH)	150,000 – 250,000	Includes minimal editing. Rates vary based on genre and distribution.
ANIMATION/CHARACTER WORK	Per character (up to 2 minutes)	150,000 – 300,000	Covers performance fees. Discounts may apply for additional characters.
EDITING & MIXING	Basic editing (per hour)	30,000 – 50,000	Includes cleanup, leveling, and file naming.
	Full production (e.g., jingles)	200,000 – 400,000	Includes music, sound effects, and mastering.
REVISIONS & EXTRAS	Minor revisions	10,000 – 20,000	Free for errors caused by the artist; otherwise charged.
	Rush delivery	+30% of base rate	For fast turnaround requests.
	Live direction session	25,000 – 40,000/hr	Real-time feedback via Zoom, Skype, or other platforms.

About This Rate Card

This rate card provides a simplified guide for voiceover professionals based on the Association of Voice-Over Artists (AVOA) official rate card. It's designed to help both beginners and seasoned artists set fair and competitive rates. For more detailed or specific information, refer to the full AVOA rate card.

Click to download: [**AVOA RATE CARD**](#)

Created by Voice Verse NG

This rate card was developed by Voice Verse NG, a platform dedicated to empowering voiceover artists in Nigeria and beyond. It aims to uphold industry standards and support both new and experienced talents in achieving sustainable careers.

CATEGORY DEFINITIONS

1. Commercials:

Short promotional scripts for advertising on platforms such as radio, TV, or digital media (e.g., YouTube, Instagram). Rates cover usage rights for a specific period, typically 1 year.

2. Corporate Voiceovers

Voiceovers used in non-broadcast materials such as internal presentations, AGMs, stakeholder meetings, or training videos. Often not for public consumption but may include online placement for limited access.

3. Explainer Videos

Public-facing videos designed to educate consumers or promote products/services. Rates may include usage on company websites, social media platforms, or YouTube. Broadcast usage requires additional negotiation.

4. Documentaries

Narration for non-fictional or reality-based content, including episodic series or standalone documentaries. Rates are influenced by duration, script density, and intended platforms (e.g., streaming, TV, film festivals).

5. E-learning

Voiceovers for educational or training materials, priced per word, minute, or finished hour. Rates increase for technical or specialized content such as medical or legal materials.

6. IVR/Telephone Systems

Recordings for menu options, hold messages, or automated phone systems. Pricing is typically per prompt or per word, with bulk discounts available.

7. Audiobooks

Long-form narration of books, priced per finished hour (PFH). Rates vary based on genre, distribution, and editing requirements.

8. Animation

Performances for animated content like TV series, films, or video games. Rates are per character, including unique voices and performance rights. Larger projects may require negotiation for merchandising or global usage.

9. Editing & Mixing

Services to refine raw audio, including noise reduction, leveling, and mastering. Full production includes adding sound effects, background music, and final polishing.

IMPORTANT NOTES

- **Usage Rights:** Rates typically cover a 1-year period. Renewals or extended usage may cost 50–100% of the original fee.
- **Exclusivity:** Projects requiring exclusivity can increase rates by 200–500%.
- **Negotiation:** Rates reflect industry standards but may be adjusted based on project specifics.

WORKING WITH INTERNATIONAL CLIENTS

- **Adopt Global Standards:** Many international clients use per-minute or per-word rates. Be flexible and research market-specific pricing.
- **Currency Adjustments:** Factor in exchange rates and payment platforms (e.g., PayPal, Payoneer).
- **Contracts:** Always clarify terms such as usage rights, revisions, and timelines in writing.

UNDERSTANDING RATE CARD TERMINOLOGIES

- **Usage Rights:** How long and where the voiceover will be used (e.g., TV, radio, online).
- **Renewals:** Fee for continued use after the initial usage period ends.
- **Revisions:** Changes requested after the recording. Minor errors are often free; new scripts may incur charges.

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