



THE VOICE-OVER RATE CARD FOR
NIGERIA

COMMERCIAL VOICE-OVER RATES

October 2023

**ASSOCIATION OF VOICE-OVER ARTISTS
(NIGERIA)**

A NOTE FROM AVOA ON RATES: PLEASE NOTE THAT THE RANGE OF RATES AS SET HEREIN ARE **FIXED** AND THE MINIMUM VALUES STATED HERE DO NOT SERVE THE PURPOSE OF SETTING A MINIMUM RATE THAT MUST BE ADHERED TO.

IT IS THE RESPONSIBILITY OF THE CONTRACTING PARTIES TO NEGOTIATE **BASED ON THESE RATES BELOW** AND AGREE TO FEES ACCEPTABLE TO ALL CONTRACTING PARTIES ON A CASE TO CASE/ARTIST TO ARTIST BASIS.

PLEASE NOTE THAT CELEBRITIES AND PREMIUM VOICE-OVER ARTISTS COULD COMMAND MORE THAN THE RATES BELOW.

***STANDARD FORMAT OF AUDIO DELIVERY - RAW AUDIO ONLY.**

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ADR - Automated Dialogue Replacement		
	RATE RANGE	NOTES
Audio Description (Audio Description means voicing the on-screen action/dialogue for a visually impaired audience)	₦150,000 - ₦250,000/hour	Rates listed are per hour. If this work is being priced per film or episode, <u>find out every detail</u> and negotiate .
ADR – Looping (Group ADR)	For Drama – 2-hour session for 1 program/episode - ₦100,000 per Artist For Documentary, educational, religious, instructional or magazine programs – <i>Fee to be negotiated with Voice-over Artists</i>	Looping or Group ADR refers to the recording of a group of Voice Actors to create crowd and background voiceover, usually to create atmosphere. This is done in post-production
Reversion Dubbing	₦150,000/hour	Reversion Dubbing means voicing a character's lines in a different language or languages, e.g., localising a Korean language film into Yoruba, Igbo, Hausa or any other Nigerian local language This fee does not apply when the dubbing is English to English - in which case see the other relevant ADR section
Single ADR (Lip Sync) – Film or Series	₦150,000 - ₦200,000/hour	This means one actor voicing individual lines of dialogue, to picture (usually replacing poor or unusable on-set dialogue). It is hugely time-consuming and could take 4-6 times longer than a standard recording. This does NOT include Reversion Dubbing to a different language

Single ADR (Lip Sync) – TV Commercials, Infomercials	₦150,000 - ₦200,000	This means voicing individual lines of dialogue of the On-camera Artist(s), for a Commercial (completely replacing voice of on-camera artist(s)). It is hugely time-consuming and could take 4-6 times longer than a standard recording. The Rate quoted is <u>per character, per commercial</u> . This includes Reversion Dubbing to a different Nigerian language.

Additional Chargeable Items, Rates and Rules		
	RATE RANGE	NOTES
Additional Characters (In a Commercial Script)	100% of Rate for Original Character/Part for each additional Character. <i>However, the Voice Artist can use their discretion and give a discount on each additional Character.</i>	Additional Characters/Parts in a Commercial Script (excluding long-form Voice work)
Amendments (Pick Ups) due to Voice-Over Artist's Error	Files should be re-recorded free of charge	
Amendments (Pick Ups) due to change in script – Commercials and Minor Narration Pick Ups	50% of Original rate.	<ol style="list-style-type: none"> 1. Voice-Over Artist can decide to waive their fee if the Pick Ups are negligible 2. <i>However, Any recordings done more than 1 month after the initial recording date (without prior project postponement notice given to the Voice-Over Artist) are charged at the full rate.</i>
Amendments (Pick Ups) due to change in script – Major Scripts Re-Writes and Large Re-Recordings	100% of Original Rate in Full.	This usually means the Voice-Over Artist has to either re-voice Most or All of the newly re-written script.

Audio Editing	₦40,000 - ₦70,000	<ol style="list-style-type: none"> 1. The Voice-Over Artist, if required may charge additionally for post-production services (if this is not inherent in the original contract) 2. Post production in this instance means the editing, renaming, de-popping/clicking, file separation and renaming of the audio recordings 3. Rates listed are per hour
Audio Mixing - Commercials	Studio Session - ₦60,000 Engineering Fee - ₦50,000 per 3 scripts Sound Effects - ₦15,000 per effect Jingle Composition & Production: ₦600,000 - ₦2,500,000 (negotiable) Library Soundtrack: ₦150,000 - ₦200,000 (negotiable)	<ol style="list-style-type: none"> 1. The Voice-Over Artist, if required may charge additionally for Audio Mixing services 2. Mixing in this instance means the editing, renaming, de-popping/clicking, file separation, renaming, compression/normalization/EQ of the audio recordings plus the adding of sound effects and background music (either custom-made or bought)
Cancellation – Should a job not go forward as originally planned after being recorded For Long form Voice work/Recordings	50% of the applicable Fee for Medium of Usage to be paid. i.e. If for TV, then 50% of TV Rate. If for Radio, then 50% of Radio rates and so on. 100% of the Original Rate to be paid.	PER artist, PER Character, PER Accent, PER script <i>However, Cancellations made more than 1 month after the initial recording date (<u>without prior notice given to the Voice-Over Artist</u>) are charged at the full rate.</i> Discounts can be given, but at the Voice-Over Artist's discretion.
Cut Downs – Cinema, Internet, Radio or Television commercials	75% - 100% of the applicable Fee for Medium of Usage to be paid PER Cut Down provided that the full version of the commercial is being used originally.	The applicable usage percentage as per category or categories to be paid PER VERSION and/or flighting code the audio is to be used on.
Pitch to Client OR Client Presentation – Commercials Pitch to Client OR Client Presentation – Long-form Voice Work	50% of Original Fee according to applicable Medium of Usage. A Paragraph or 2 can be recorded and sent FREE OF CHARGE, to be <u>reviewed privately</u> by client or client agent.	PER artist, PER Character, PER Accent, PER script
Renewals – Commercials	100% of the Original fee	Buyouts are possible and could be negotiated
All Long form Voice Work/Recordings	50 - 75% of the Original fee (from the 2nd Year of Usage)	<ol style="list-style-type: none"> 1. Fee for 2nd consecutive 12-month period to paid for at time of recording 2. From 3rd year onwards previous consecutive years fee paid PLUS 10%

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Rejection – For Commercials For Long form Recordings/Voice work	50% of Original rate according to applicable Medium of Usage. 50% - 100% of Original rate to be paid	Should the client want to go with another Voice-Over Artist after the job is done, a Rejection Fee is to be paid to the Original Voice-Over Artist (unless payment was made in full from the beginning; In this case, the Voice-Over Fee is non-refundable). The Artist can use their discretion and give a discount.
Studio Time Allocation Cinema/TV Radio Long Form Voice Work/Recordings	A maximum of 60 minutes per script A maximum of 30 minutes per script A maximum of 30 minutes for each 5 recorded minutes or part thereof	₦40,000 per 30 minutes or part thereof after the maximum Studio Time Allocation has been reached. ₦40,000 per 30 minutes or part thereof after the maximum Studio Time Allocation has been reached.

Animation		
Includes TV, Netflix, DStv, Amazon, etc.	RATE RANGE	NOTES
Animated Series – Episode Rate	₦250,000 - ₦300,000	Rates quoted are Performance fees ONLY <i>per character, per episode</i> , typically 3-4 episodes per day. Budgets range in animation production from the very small to the very large. Overall production budget, the distribution and marketing budget <i>should be considered</i> . Bear in mind <u>Broadcast Fees</u> , plus if Artist's performance will be <u>used in TV/Radio/Cinema commercials</u> . Artist's performance and the character's voice <u>may lead to merchandising, gaming, toys and more</u> . This is usually included in your usage payment, <i>in perpetuity</i> , worldwide. Based on the above points - NEGOTIATE . You may be possible to negotiate in stages, e.g. one stage for broadcast usage, one stage for commercial advertising, toys, gaming etc.
Animated Series – Session Rate	Hourly Rate: ₦200,000 for the First Hour and ₦150,000 for every hour after that. ½ Day Rate: ₦500,000 Full Day Rate: ₦800,000 Amendment/Pickup Rate: ₦150,000	Animations are typically paid per episode (Episode Rate). In rarer cases or after episodic payments are done, the following typically apply and include all usage worldwide in perpetuity

Audiobooks		
	RATE RANGE	NOTES
Per Finished Hour (PFH)	₦180,000 - ₦250,000/PFH	1. Per Finished Hour means per hour of playback of the edited recording. Delivery is a clean recording from a commercial or home studio, no additional editing, clean-up, processing, or mastering. 2. The PFH rate does not include a cost for you to edit the recordings. 3. How long it takes you to complete one PFH depends on how well you perform as a voice artist - know your rates!
Per RAW Hour	₦150,000/Hour	RAW Narration only - NO editing at all.
Production Add-on	₦80,000 - ₦130,000/Hour	This rate should be used for independent production - editing, proofing, mastering, etc.
Hybrid Agreement	₦100,000/PFH + Revenue or Royalty Share	

Audio Drama (Radio Drama)		
	RATE RANGE	NOTES
Fee Per Episode – Non-Commercial Content	₦50,000 per Artist, per Character	This is the fee for a 5-30 minute episode
	₦80,000 per Artist, per Character	This is the fee for a 31-60 minute episode
Fee Per Episode – Commercial Content	₦80,000 per Artist, per Character	This is the fee for a 5-30 minute episode
	₦100,000 per Artist, per Character	This is the fee for a 31-60 minute episode

Apps		
	RATE RANGE	NOTES
Purely Educational	(refer to E-Learning rates)	
Non-Educational	₦ 130,000 - ₦ 160,000 for up to a maximum of 5 recorded minutes or part thereof, thereafter ₦ 80,000 for EACH additional 5 recorded minutes or part thereof in the SAME recording session for the SAME App, product or company (1 Year Usage)	1. Fees to be made before submission of recordings 2. Unlimited Usage or <u>Buyouts</u> are possible; starting at 500% of Total Fee

In-App Advertising	Performance Fee: ₦ 150,000 PER artist and Per Character/ Accent in same script	
	Usage With Visuals – Additional 75% of applicable Television Commercial usage fee (12 Months)	
	Usage Audio Only – Additional 50% of the applicable Radio Commercial usage fee (12 Months)	

Cinema		
	RATE RANGE	NOTES
	₦100,000 - ₦250,000 PER artist, Per Character/Accent in same script ANNUALLY.	<ol style="list-style-type: none"> 1. This applies to commercials / adverts run in Nigerian cinemas only. 2. For other cinema's worldwide it is advisable to charge the fee again, per country, and/or negotiate 3. Buyouts are possible at 500% of Total Fee

Corporate Narration/Presentations		
	RATE RANGE	NOTES
Corporate – External Presentations	₦500,000 - ₦700,000	Non-Broadcast usage ONLY. Examples include conferences, concerts and live events. The client may use the video indefinitely for conference or live event usage only. Does NOT include Trade Show usage or Sporting Events.
Corporate – Audio Guides	₦150,000 – ₦500,000	Traditionally this is defined as museum-style audio guides using in Museums, Exhibitions and Tours for Educational purposes. Usually under 20 Minutes long.
Corporate – Generic VO	₦150,000 for up to a maximum of 5 recorded minutes or part thereof. Thereafter ₦50,000 for EACH additional 5 recorded minutes or part thereof	Generic VO is defined as Corporate Voiceover used for a company's Audiovisual content on their website. If to be used as Broadcast, <u>negotiate</u> a fee for usage on various media.
Corporate – Internal Presentations	₦150,000 – ₦1,000,000	<ol style="list-style-type: none"> 1. Used at Company retreats, AGMs, Stakeholder Meetings etc. 2. Duration may vary from 2 Minutes to as much as 30 Minutes.

Documentary		
	RATE RANGE	NOTES
Episodic Docu-Series	₦400,000 - ₦600,000	<ol style="list-style-type: none"> 1. In-Show & Documentary Narration consist of Non-Dramatic and Reality Based TV programming. Range is typical for a 30-minute show. Quote at the lower range for less dense shows (where Narrator is voicing for short periods in-between), and upper range for wall to wall narration. 2. Examples are NatGeo Wild Series, Discovery Channels Series, etc. 3. Full buyout is for cable. Add an additional 20-25% bump for each additional usage source, such as streaming usage, or if it will be played in another International market.
Per Minute	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	

E-Learning		
	RATE RANGE	NOTES
Model 1 Per Word	₦100,000 – ₦200,000 Minimum E-Learning Charge ₦70 – ₦350/Word FEE = (Minimum Rate + Rate per word)	All voice-over narrators <u>charge a minimum</u> rate for any e-Learning project Schools/NGOs are charged the least; Technical/Medical are charged the most Like any product or service, eLearning voice-over rates may slide downward with greater volume, loyalty, and exclusivity agreements, and may scale upward with more difficult material, larger audiences, greater profiles. Consultation by Kim Handysides https://kimhandysidesvoiceover.com/elearning-rate-guide/
Model 2 Per Minute/Per Finished Minute (PFM)	₦10,000 – ₦55,000/Minute FEE = (Minimum Rate + Rate PFM)	The more technical/complex a script is, the more deliberate the performance. Reading Speeds are dependent on Technicality/Complexity of the material/Script and Experience Level of the Voice Artist Consultation by Kim Handysides https://kimhandysidesvoiceover.com/elearning-rate-guide/

Model 3 Per Raw Hour	₦400,000 – ₦1,600,000	RAW recording only. DOES NOT include any editing.
Model 4 Per Finished Hour (PFH)	₦900,000 – ₦2,100,000	Includes editing. For smaller projects taking an hour or less to complete - ₦500,000 per 15 minutes of finished audio is an average rate.
Usage only covers use for <u>internal eLearning</u>. When e-learning work is done for a company that sells these projects for profit, as opposed to internal training usage, negotiate a 1 year continuous usage contract.		

Explainer Videos		
	RATE RANGE	NOTES
Single Video-Up to 90 Seconds	₦200,000 - ₦350,000	Explainer videos are no more than 90 seconds long and are public facing, to educate consumers, and focus on explaining a business idea or service. The content may be an explanation of what a specific product is or a how a service works. Rate listed is per video and includes usage on: company-owned website, YouTube channel, and social media platforms. <u>Does NOT include Paid Placement</u> for commercial broadcast and/or web usage including but not limited to: boosted posts, sponsored ads, pre-roll, mid-roll, or other web ads. For that, <u>get all the details and NEGOTIATE</u> . After 90 seconds, quote based on remaining number of words OR number of minutes. 1-2 Year Usage.
Bulk Per Video Rate	₦150,000 Per video with up to 175 words. Additional ₦50,000 for each 100 words thereafter. Does not include editing.	

Games, Toys & Mobile Game Apps		
	RATE RANGE	NOTES
Video Games	₦200,000 - ₦350,000/hr. (2-4hrs min)	
Toys	₦50,000 - ₦70,000/hr.	
Mobile Game Apps	₦600,000 - ₦800,000/session	

IVR (Interactive Voice Response)		
Message On Hold Services, i.e., the menu systems on corporate telephone systems when an individual calls a company		
	RATE RANGE	NOTES
Per Prompt	₦300,000 – Suggested Minimum Charge	1. RAW recording only. DOES NOT include editing. Editing should be an additional charge 2. Usage Fee after First 1 Year is 50% OF FULL FEE for EACH SUBSEQUENT YEAR used

	(₦150,000 + ₦10,000/Prompt) – (₦200,000 + ₦15,000/prompt)	3. However, <u>Buyouts</u> are possible
Per Word	₦150 - ₦300/Word	1. RAW recording only. DOES NOT include editing. Editing should be an additional charge 2. Usage Fee after First 1 Year is 50% OF FULL FEE for EACH ADDITIONAL YEAR used 3. However, <u>Buyouts</u> are possible and could be negotiated
AUTOMATED CALL BLAST SERVICE (When a system calls an Individual with the intent to market a product or service to them)		
Recording Fee	₦100,000 – ₦150,000 For up to a maximum of 5 recorded minutes or part thereof. Thereafter, ₦50,000 for EACH additional 5 recorded minutes or part thereof	1. RAW recording only. DOES NOT include editing. Editing should be an additional charge 2. PLUS 50% of TOTAL Recording Fee - up to 3 consecutive months PLUS 75% of TOTAL Recording Fee - up to 6 consecutive months PLUS 100% of TOTAL Recording Fee - up to 12 consecutive months

Internet		
	RATE RANGE	NOTES
Impressions/Cost-Per-View/Cost-Per-Click	₦300,000 – ₦2,000,000	The costs of advertising on the Internet are as follows: On Google, average prices range from 0.63 USD per click to 2.69 USD per click. In social networks, the initial prices can go from 0.72 USD per click (Instagram) or from one dollar a day (Facebook). Impressions range from 100,000 to 10,000,000+ (Up to 30 Seconds). Premiums are charged to Major Brands.
Internet – Commercials (Web Only)	50% of existing TV Commercial Rate (<u>Same Flighting Period</u>). 100% of existing TV Commercial Rate (<u>Different Flighting Period</u>).	These are based on existing TV Commercials but used on the internet. Only a usage fee is paid IF the Flighting Period for the TV Commercial and the Web Commercial are the same. If not, Full TV Commercial Fee is to paid to the Voice Artist. See TV Commercials –Internet Usage.
Internet – Commercials (Web Only) Pre-Roll	₦100,000 – ₦250,000 per commercial	Pre-Roll videos are commercials which appear on sites like YouTube and Streaming TV Platforms before, during or at the end of the main video content. Usually involves 1 Voice Artist performance.
Internet – Explainers/Infomercials	₦150,000 for up to a maximum of 5 recorded minutes or part thereof. Thereafter ₦50,000 for EACH additional 5 recorded minutes or part thereof.	These are show-how videos (sometimes with commercial content), often done in cartoon or doodle form, and then narrated, typically 1-2 minutes long.

Internet – Generic Online Ads (Web Only)	₦100,000 – ₦200,000 per commercial	These are stand-alone Commercials made specifically for Internet Usage ONLY. They are not bound by Brand classification.
Internet – YouTube Content (Non-Commercial)	₦150,000 for up to a maximum of 5 recorded minutes or part thereof. Thereafter ₦50,000 for EACH additional 5 recorded minutes or part thereof.	This is YouTube content which can be embedded in a company's website, and public content which is searchable on YouTube. Based on this information, charge accordingly.
Worldwide Add-On	3x – 5x TV Commercial Rate	If a client wants "Worldwide" usage, this easy multiplier will work. However, ask clients for specific geographic needs to ensure quoting a proper rate for the intended usage.

Podcast		
	RATE RANGE	NOTES
Intro/Outro	₦150,000 – ₦200,000	

Public Location Usage and Events		
	RATE RANGE	NOTES
Radio Usage	50% of Applicable Radio Fee per Public Location used	Usage of Commercials originally intended for Radio or TV at Public Locations (Including but not limited to In-Store, Shops, Malls, on ATMs & ATM Galleries, Airports, Fairs, Exhibitions, Banking Halls, Stadiums, Garage Forecourts, Client IVR System etc.). For Example if X Brand uses it's Radio Commercial at their ATM Galleries, the Artist(s) in the Commercial will get 50% Extra for usage of that Radio Commercial.
TV Usage	65% of Applicable TV Fee per Public Location used	

Radio		
	RATE RANGE	NOTES
Standard/Basic Radio Commercials	₦100,000.00	Commercials by FMCG Brands, Family Brands, Household Brands, Electronic Brands, etc.
Premium Radio Commercials	₦150,000.00	This refers to jobs on Political, Telecommunications, Oil & Gas, Financial Institutions, Luxury Brands, as well as all jobs produced for regional and national campaigns.

Mnemonics/Pay-Offs – (a) Average Rate (b) Annual Rate (c) Exclusive Rate	₦100,000 – ₦150,000 ₦500,000 – ₦2,000,000 ₦3,000,000 – ₦5,000,000	<ul style="list-style-type: none"> - Per Script - For Multiple Usage of the same Brand for 1 Year. Combined Fee across all Media is <u>negotiable.</u> - Annually A <u>Buyout</u> is possible and negotiable
Timechecks	If <u>less than or equal to</u> 5 Timechecks, ₦50,000 per Timecheck If <u>more than</u> 5 Timechecks, ₦30,000 - ₦40,000 per Timecheck	Initially created to give regular alerts of the time, usually with a call to action. Now it has been commercialized with Brand sponsoring them and customizing the calls to action. For example, <i>“It’s 6am, Wake Up to a New Day and be refreshed with X Tea”</i>
Promo/Teasers	₦100,000 – ₦150,000	A promotional commercial used by Clients specifically to increase audience awareness of upcoming events, or giveaways. Teasers are <u>short promos</u> used to build anticipation towards a upcoming event, launch or giveaways.
Sponsorship Identifiers (Idents)/Bumpers	Program Idents ₦100,000 – ₦150,000 per set, per program	Idents are Opening and Closing components for programs usually involving a sponsor; “This program IS brought to you by, this program WAS brought to you by”. Program Idents are used in regular programming. i.e. Sponsored talk shows, Sports Shows, Musical Segments, etc.
End boards/Tags	₦100,000 – ₦150,000 per commercial	Information placed at the end of a commercial containing a date, time, phone number, website address, legal disclaimer, etc. An announcer reads the tag. They can be <u>Program Tags</u> promoting a Program or <u>Product Tags</u> promoting a Product. Should not be mistaken for a Mnemonic/Pay-Off. E.g. <i>“Walk in to any X Bank Today, Call XXXXXX to get started, Learn more at X Motors.com”</i>

For Clarification, **Promos, Teasers, Tags and Trailers** are all Commercials but used differently. This breakdown is for proper clarification.

TV		
	RATE RANGE	NOTES
Standard/Basic TV Commercials	₦150,000.00	Commercials by FMCG Brands, Family Brands, Household Brands, Electronic Brands, etc.
Premium TV Commercials	₦250,000.00	This refers to jobs on Political, Telecommunications, Oil & Gas, Financial Institutions, Luxury Brands, as well as all jobs produced for regional and national campaigns.

Mnemonics/Pay-Offs – (a) Average Rate (b) Annual Rate (c) Exclusive Rate	₦150,000 – ₦250,000 ₦2,000,000 – ₦2,500,000 ₦4,000,000 – ₦10,000,000	<ul style="list-style-type: none"> - Per Script - For Multiple Usage of the same Brand for 1 Year. Combined Fee across all Media is <u>negotiable.</u> - Annually A <u>Buyout</u> is possible and negotiable
Translations/Back Translations (Radio/TV/Cinema)	1 Voice-Over Character Fee per script	Translations and back translations attract a fee equivalent to 1 Voice-Over Character fee for each corresponding category i.e. the Artist only gets paid <u>per script</u> NOT per number of Voices contained in the script.
Promo/Teasers	₦100,000 – ₦250,000	A promotional commercial used by Clients specifically to increase audience awareness of upcoming events, or giveaways. Teasers are <u>short promos</u> used to build anticipation towards a upcoming event, launch or giveaways.
Sponsorship Identifiers (Idents)/Bumpers Program Idents ₦150,000 – ₦200,000 per set, per program Franchise Idents ₦300,000 – ₦750,000 per set, per season		Idents are Opening and Closing components for programs usually involving a sponsor; “This program IS brought to you by, this program WAS brought to you by”. Program Idents are used in regular programming. i.e. Series, Movies, Docu-series etc. Franchise Idents are used in Franchise TV Shows E.g. Big Brother, The Voice, Idols etc. Celebrity voices can command significantly more.
End boards/Tags	₦150,000 – ₦250,000 per commercial	Information placed at the end of a commercial containing a date, time, phone number, website address, legal disclaimer, etc. An announcer reads the tag. They can be <u>Program Tags</u> promoting a Program or <u>Product Tags</u> promoting a Product. Should not be mistaken for a Mnemonic/Pay-Off. E.g. “Walk in to any X Bank Today, Call XXXXXX to get started, Learn more at X Motors.com”
Trailers	₦150,000 – ₦250,000 per trailer	A commercial that promotes a film or video release.
<u>TV COMMERCIALS – INTERNET USAGE</u>		
For TV Commercials on Same Flying Period	50% of the Applicable TV Rate	This covers Ads running on Social media and Client’s Website Only. For YouTube and other parameters, refer to the Internet Category.
For TV Commercials on Different Flying Period	100% of Applicable TV Rate	This covers Ads running on Social media and Client’s Website Only. For YouTube and other parameters, refer to the Internet Category.

For Clarification, **Promos, Teasers, Tags and Trailers** are all Commercials but used differently. This breakdown is for proper clarification.

Text-To-Speech (TTS)/ AI Voices		
	RATE RANGE	NOTES
Company, Point-Of-Sale & Prospective TTS/AI Voice	₦2,000,000 - ₦100,000,000 (By Negotiation)	<ol style="list-style-type: none"> 1. The Artist is either hired to deliver the TTS/AI for an end-user Company's usage OR to be resold in part or whole by a TTS Company to various Companies who might need such services. As you may/may not know how it will be used, you cannot decide what brands it would be used for. 2. This fee is an all-inclusive buyout price for a specific amount of words, including usage and can vary from 2,000 to 200,000 words. Quotes for pickups and additional dialogue can be made once the project has finished. 3. Your fee should reflect the time taken to deliver (highest technicalities required) and the fact that you will likely not be able to voice for the company's competitors for an extended period (exclusivity). 4. The chances of being put on retainer by the TTS Company is common and your actual voice will be used by end users NOT in training the algorithm
Hybrid Agreement	₦10,000,000 + Revenue or Royalty Share	Similar conditions as above but artist gets Revenue Share or Royalties on usage.

Voice of God/ Live Announcements		
	RATE RANGE	NOTES
In-Person/On-site	₦500,000 - ₦1,500,000 Per day	<ol style="list-style-type: none"> 1. Voice of God is the Announcer voice-over for live, usually corporate events, conferences, dinners etc. 2. The fee does not usually include travel, food and accommodation, usually supplied by the hirer, unless by negotiation 3. Celebrity voices can command significantly more
Pre-Recorded	₦250,000 - ₦750,000	<ol style="list-style-type: none"> 1. Voice of God is the announcer voiceover for live, usually corporate events, conferences, dinners etc. 2. If event is to be broadcast, an extra fee is to be negotiated