

SAG-AFTRA Voiceover Rate Sheet (2024–2025)

Broadcast Commercials (TV/Radio)

- Network/National TV (Class A): \$1,015.20 per spot, per 13-week cycle
- Cable TV National: \$705.50 per spot, per 13 weeks
- Local TV Spot: \$592.10 per spot, per 13 weeks
- Radio (13-week cycle): \$571.10 for 1–10 spots per market

Add-Ons

- Multiple versions/cutdowns: +15–50%
- Internet usage add-on: +\$100–\$300
- Renewals (13-week): Same as original rate
- Exclusivity/Conflicts: Negotiable

Digital / Paid Social Media / Streaming

- YouTube / Pre-Roll: \$500–\$1,500+
- Paid Social Ads: \$400–\$1,000+
- Streaming (Hulu, Spotify, etc.): \$600–\$1,200+

Corporate / Explainer / Training

- Short-form (<5 mins): \$575–\$850/session
- Long-form / eLearning: \$350–\$500 per finished hour
- Revisions / Pickups: \$100–\$200 or \$150/hr

eLearning / Educational VO

- Short series (<10 hrs): \$375–\$500 per finished hour
- Volume projects (10+ hrs): Negotiable

Video Games / Animation

- Video Game VO: \$956.75 per 2-hour session (minimum)
- Additional Efforts: Negotiated separately
- Animated Series / Film: \$1,110–\$1,500+ per session

Audiobooks

- Per Finished Hour (PFH): \$250–\$375
- Royalty Share + PFH: Negotiable
- Prep Time Compensation: Negotiable

Telephony / IVR / On-Hold Messaging

- Basic Phone System: \$275–\$350 flat
- Complex Menus / Multiple Prompts: \$400–\$750 per session
- Ongoing updates: Negotiable

Usage & Negotiability Notes

- Exclusivity: +50% to +100%
- Buyouts: Negotiable under union rules
- Revisions: 1–2 free, then hourly
- Overtime/Multiple Spots: Higher rates or overtime pay