



IVR ILLUSTRATIVE RATE CARD

(based on the 'Gravy For The Brain' guideline rate card)

	EQUITY AGREED MINIMUM RATES*	TYPICAL CURRENT ACTUAL MARKET RATES** (see note below about what typical means & the variables involved)			ROYALTY BUYOUT OR USAGE FEE STRUCTURE	NOTES
		Typical LOWER	Typical AVERAGE	Typical UPPER		
IVR - AMA/EMA registered	N/A	£5	£15	£25	Usage included in session fee	1. IVR means Interactive Voice Response systems, i.e., the menu systems on corporate telephone systems 2. This rate quoted is per-word. 3. Some voice artists charge a minimum fee, e.g. £100. My preference is a minimum fee based on 1-50 words, 51-100, 101-200, 201-500, 500+ by arrangement. 4. AMA = Audio Marketing Association (now EMA - http://ohma.org/)
IVR - General Companies	N/A	£200	£250	£300	Usage included in session fee	1. IVR means Interactive Voice Response systems, i.e., the menu systems on corporate telephone systems 2. This rate quoted is per hour.

* Equity Agreed Minimum Rates: - Please note that these published rates from Equity are collectively agreed minimum rates between interested parties of that genre, and not suggested rates by the Equity union. For more information please visit the **Equity Website**.

** Typical Current Actual Market Rates: The rates specified in these tables are those generally commanded in the UK by working voiceover artists.

Up to 500 words with Royalty-free music mixed in - £275 + VAT

All prices quoted are subject to VAT at the prevailing rate and for next day delivery (Monday-Friday. A 'Same Day' service is available for +25%.