

Pricing



Voice-overs

Our pricing is structured around production and, where applicable, buyout. This way, you only pay for what you need.

Non-broadcast voice-overs

For internal videos, explainers, and organic online content without paid reach. **No buyout is required.**



Starting fee

€500

For short voice overs, up to approximately 1 minute / ±120 words



Extra per minute

€83

Per additional minute / ±120 words

Includes: studio recording, voice talent fee, audio post-production, and buyout for organic use.

Commercial voice-over

For paid campaigns, pricing consists of two components: production and buyout (usage/license).

1 Production

Our pricing includes the voice talent fee, briefing, soundcheck, recording, direction, and post-production, delivering a broadcast-ready result.

Setup fee **€150**

Production costs per deliverable (excl. buyout)

Main spot (20–45 sec) **€200**

Main spot short (10–20 sec) **€150**

Tag-ons (5–10 sec) **€100**

In addition to the production costs above, a buyout applies to commercials (see section 2).



For multiple deliverables, we always offer a package price. This allows us to work more efficiently and often results in a more competitive overall proposal.

2 Buyout (usage/license)

For use in paid media, a buyout is required. The fee depends on the medium, reach, and duration. The greater the reach, the higher the buyout.

One-year buyouts



Radio

National **€500**

Regional **€400**



TV

National **€550**

Regional **€450**



Online campaigns (from)

€450



Tag-ons

50% of the main spot rates above



Total price for commercial voice over = production + buy-out

Pricing



Custom music production

For custom music for commercials, branded content, and other productions where a unique musical identity is desired.



Starting fee (incl. 30 sec)

€600



Thereafter, per 30 seconds

€350

- Includes client intake, briefing, creative alignment, and preparation.
- This allows us to define the right musical direction before production begins.
- This allows us to work efficiently, creatively, and with clear direction from the start.



Custom Foley & Sound Design

Custom sounds and sound design that bring your story to life, from subtle details to complete soundscapes.



Rate: €300 per 30 seconds

Bundle discount

When booked together with custom music, you receive a 1/3 discount on Foley & sound design.



Buyout (music)

For use in paid media, a buyout is required for the music. This buyout grants the right to use the music within a specific medium and usage period.

One-year buyouts



Radio

National **€500**

Regional **€400**



TV

National **€550**

Regional **€450**



Online campaigns (from)

€450



Tag-ons

50% of the main spot rates above



Total price = production + buyout

Pricing



Mixing & Mastering

For mixing AV productions and commercials according to all delivery specifications, ensuring your production sounds powerful, clear, and consistent across all platforms, from TV to smartphone.



Price

€275

Short deliverable

- ✓ We mix and master your production according to the exact technical requirements of the final medium, including broadcast standards such as EBU R128.
- ✓ Each production is carefully balanced so that voice, music, and sound design support each other rather than compete.
- ✓ We ensure the mix translates optimally across all listening environments, from TV and radio to laptops and mobile devices.
- ✓ The result is a polished, broadcast-ready production that sounds consistent, clear, and powerful everywhere.



Pricing examples

1. Voice over for a national radio campaign: 1x main spot + tag-on

Production (voice-over)

Setup fee	€150
Main spot (30 sec)	€200
Tag-on (5– 10s)	€100
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Total production	€450

Buyout (1 year)

Main spot	€500
Tag-on (50%)	€250
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Total buyout	€750

Total
€1.200

Full online campaign: 1x main spot (15 sec) + tag-on + music + foley

Production (voice-over)

Startup fee	€150
1x Main spot (short)	€150
Tag-on	€100
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Total production	€400

Buyout online ads (1 year)

Main voice-over	€450
Voice Tag on (50%)	€225
Music	€450
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Total production	€1125

Extras

Custom music (15 sec)	€950
Custom Foley & SD (60s)	€300
Bundle discount – 1/3	- €100
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Total extras	€1150

Totaal
€2.675



For combinations of multiple deliverables or versions, we're happy to provide a tailored overall proposal.



General information

- ✓ All amounts are excl. VAT.
- ✓ Buyouts are based on a 1-year term and the agreed usage.
- ✓ For other durations or use cases, we're happy to provide a tailored proposal.
- ✓ Shorter or longer versions, additional edits, or international usage? Get in touch with us.



Questions?

We're happy to think along with you to find the best solution for your campaign. **Get in touch with us.**