

FISH MARTIN

Voice Actor & Broadcaster • FishMartin.com

The rates below are general non-union guidelines drawn from industry-standard references (GVAA and comparable rate guides) and my own experience across four decades in broadcast, character voice, and narration work. Every project is quoted individually based on usage, turnaround, and scope — this sheet is a starting point for that conversation, not a fixed price list.

COMMERCIAL & BROADCAST

Project Type	Typical Range	Basis
Local radio / cable spot	\$150 – \$300	Per :30–:60, local buyout
Regional spot	\$300 – \$600	Per :30–:60, regional buyout
National TV / radio	Quoted per usage	Scales with buyout term & reach

National broadcast is priced around usage term (13-week, 1-year, or full buyout) rather than script length — worldwide usage can run roughly 3x the national rate.

CORPORATE NARRATION & EXPLAINER VIDEO

Project Type	Typical Range	Basis
Corporate / training video	\$150 – \$400	Per finished minute
Explainer / animation narration	\$150 – \$400	Per finished minute

Non-broadcast, online use (not paid placement). Rate scales with script complexity and production add-ons.

E-LEARNING

Project Type	Typical Range	Basis
Standard script (up to 50,000 words)	\$0.20 – \$0.35 / word	Basic to technical content
Bulk / over 50,000 words	as low as \$0.15 / word	Bulk rate
Per-file delivery	+\$1.00 / file	When multiple files are required

AUDIOBOOK NARRATION

Project Type	Typical Range	Basis
Standard narration	\$150 – \$350	Per finished hour (PFH)

Estimate finished hours from manuscript word count: words ÷ 150 = finished minutes; ÷ 60 = finished hours.

IVR / ON-HOLD / TELEPHONY

Project Type	Typical Range	Basis
Menu prompts / short phrases	\$1 – \$3 / word	Per-word or per-take
Full IVR / phone tree build	Flat project quote	Based on script length & file count

CHARACTER & ANIMATION VOICE

Project Type	Typical Range	Basis
Indie / passion project	Negotiated / flat fee	Per session or per line
Established production	Per finished minute or per line	Scope-dependent

STANDARD ADD-ONS

- Rush turnaround (24 hrs or less): +50% or more
- Extended usage / worldwide rights: up to 3x national rate
- Buyout (perpetual, unlimited use): highest premium tier
- Additional revision rounds beyond the first: quoted separately

Rates current as of 2026 and subject to review. For a project quote, contact me through FishMartin.com.