

Podcasting Options and Fees

Set-up fee

I charge a one-time set-up fee for the preliminary work that must be done to launch a regularly-scheduled, subscription-based podcast. This may include:

- Consultation on the theme and content
- Scripting of the intro and outro for the podcast
- Recording the voiceover for the intro and outro
- Help choosing name and artwork for the podcast
- Consultation on the best way to distribute the podcast (RSS, HTML5 player, etc.)
- Submitting the podcast to iTunes and other directories

FEE: Typical range is \$500 to \$800.

Scenario #1: Audio recorded over phone or Skype to promote upcoming conference

- No travel
- Recording a 15-minute interview over phone or Skype
- Editing the recording into a 5-7 minute segment for SoundCloud and client social media
- Equalizing the volume, mixing in music, intro, outro, etc.
- Adding ID3 tags (which allows podcast info to display properly and aid Google Search)

FEE: Range from \$450 to \$750.

Scenario #2: Delegate 'street' interviews at a one-day event

- Planning questions, flow of content and key messages
- Five to seven in-person interviews of two-to-three minutes each
- Editing the recordings into one five-minute podcast or as individual files
- Equalizing the volumemixing in music, intro, outro, etc.
- Adding ID3 tags (which allows podcast info to display properly and aid Google Search)
- Consultation with client's web manager for audio posts to website, blog or SoundCloud

FEE: Typical range is \$750 - \$950.

Scenario #3: Interview-type podcast recorded in person (interviewer and one or two speakers)

Assumes that above set-up work has already been done.

- Planning the questions, flow of content and key messages for this particular podcast episode
- A recording session of up to 45 minutes
- Editing the recording into a 15- to 20-minute podcast
- Equalizing the volume, mixing in music, intro, outro, etc.
- Adding ID3 tags (which allow the podcast identification to display properly)
- One revision for client approval

FEE: \$750 to \$950

Scenario #4: Full conference podcasting with keynote speakers

- Identification of podcast guests and scheduling of recording sessions over the course of the event.
- Recording of up to ten 5-7 minute interviews on site, or several radio show-styled 'panel' interviews based on a particular topic/theme
- Equalizing the volume, reducing noise and enhancing audio if required
- Mixing in music, intro, outro, etc.
- Adding ID3 tags (which allows podcast info to display properly and aid Google Search)
- Consultation with client's web manager for audio posts to website, blog or SoundCloud
- Overnight accommodation/meals provided by client

FEE: \$1,500 for full day or \$2,250 for two-day event.

Please note: Additional fees to be added for transcripts, show notes and other content. All of these costs are general estimates for reference only. I can provide a detailed quote for your project upon request. Applicable taxes to be added (Canadian projects only). For travel to more distant areas, additional fees will apply.

Richard Perry
Perry Podcast Productions
Tel: (902) 870-9662
Web: <http://www.richardperry.ca>
Email: richard@richardperry.ca
Skype: richardstfx

Revised October 2016
Copyright 2016 Richard Perry