



Podcasting scenarios and costs

Set-up fee

Typically we charge a one-time set-up fee for the preliminary work that must be done to launch a podcast. This may include:

- Consultation on the theme and content of the podcast
- Selection of royalty-free theme music for the podcast, if music is being used
- Scripting of the intro and outro for the podcast, if needed
- Recording the voiceover for the intro and outro, if needed
- Help choosing a name for the podcast
- Consultation on the best way to distribute the podcast (RSS, HTML5 player, etc.)
- Advising on the “album art” for iTunes
- Submitting the podcast to iTunes and other directories

This fee varies, depending on the level of consultation required. Typical range is \$800 to \$1,500.

Scenario #1: Podcast recorded in person (not an interview; typically a CEO “broadcast”)

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

Includes:

- Planning the flow of content and key messages for this particular podcast episode
- Travel within central Toronto to record in person. Allow 15 minutes to set up and test equipment, and 30 minutes to record
- Editing the recording into a 15-minute podcast
- Equalizing the volume, reducing noise and enhancing the audio, if needed
- Mixing in music, intro, outro, etc.
- Adding ID3 tags (which allow the podcast identification to display properly)
- One revision for client approval (for the initial episode, we allow more than one revision)

Typical range is \$750 to \$900

Scenario #2: Podcast recorded over phone or Skype (not an interview; typically a CEO “broadcast”)

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

Includes:

- Planning the flow of content and key messages for this particular podcast episode
- A recording session of 30 minutes over phone or Skype
- Editing the recording into a 15-minute podcast
- Equalizing the volume, reducing noise and enhancing the audio, if needed
- Mixing in music, intro, outro, etc.
- Adding ID3 tags (which allow the podcast identification to display properly)
- One revision for client approval

Typical range is \$600 to \$700

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

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

Includes:

- Planning the questions, flow of content and key messages for this particular podcast episode
- Travel within central Toronto to record in person. Allows for 15 minutes to set up and test equipment, and 30 to 40 minutes to record
- A recording session of 30 to 40 minutes
- Editing the recording into a 15- to 20-minute podcast
- Equalizing the volume, reducing noise and enhancing the audio, if needed
- Mixing in music, intro, outro, etc.
- Adding ID3 tags (which allow the podcast identification to display properly)
- One revision for client approval

Typical range is \$800 to \$950

Scenario #4: Interview-type podcast recorded over phone or Skype (interviewer and one or two speakers)

Assumes that set-up work has already been done.

Includes:

- Planning the questions, flow of content and key messages for this particular podcast episode
- A recording session of 30 minutes over phone or Skype
- Editing the recording into a 15- to 20-minute podcast
- Equalizing the volume, reducing noise and enhancing the audio, if needed
- Mixing in music, intro, outro, etc.
- Adding ID3 tags (which allow the podcast identification to display properly)
- One revision for client approval

Typical range is \$700 to \$850

Scenario #5: Streeters at a conference

Assumes that set-up work has already been done.

Includes:

- Travel within central Toronto
- Planning the questions, flow of content and key messages
- About a dozen in-person recording sessions of about one to two minutes each
- Editing the recordings into one or two three- to five-minute podcasts
- Equalizing the volume, reducing noise and enhancing the audio, if needed
- Mixing in music, intro, outro, etc.
- Adding ID3 tags (which allow the podcast identification to display properly)
- One revision for client approval

Typical range is \$700 to \$950

Scenario #6: Keynote narration

Assumes that set-up work has already been done.

Includes:

- Consultation with client to determine flow of content and key messages
- No travel
- Client supplies a WAV file of a one-hour keynote presentation from a conference
- We edit the one-hour file into a 10- to 15-minute podcast, providing narration to bridge segments together, if necessary.
- Equalizing the volume, reducing noise and enhancing the audio, if needed
- Mixing in music, intro, outro, etc., if needed
- Adding ID3 tags (which allow the podcast identification to display properly)
- Two revisions for client approval

Typical range is \$900 to \$1,300

NOTE: If we need to travel to the conference to record the speaker, additional fees will apply. Normally this is not necessary, because the conference venue's AV staff can provide a WAV file if they are putting a mic on the speaker anyway.

Scenario #7: Full day of conference podcasting

Assumes that set-up work has already been done.

Includes:

- Consultation with client to determine flow of content and key messages; identification of podcast guests and scheduling of recording sessions over the course of the day
- Travel within central Toronto
- Recording of up to 10 podcasts on site; these may involve up to three people plus the interviewer
- Editing of content into eight to 10 podcasts of 10 to 15 minutes each
- Equalizing the volume, reducing noise and enhancing the audio, if needed
- Mixing in music, intro, outro, etc.
- Adding ID3 tags (which allow the podcast identification to display properly)
- One revision for client approval

Typical fee is \$2,500 for the day

Please note: Additional fees to be added for transcripts, show notes and other content. All of these costs are general estimates for reference only. We 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.

For more information about podcasting, please refer to *The Business of Podcasting*, by Steve Lubetkin and Donna Papacosta, available on Amazon. Visit <http://TheBusinessofPodcasting.com>.

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