



Explainer Video Rate Guide

*(NOTE: This guide reflects my standard Explainer Video Narration rates. I am willing to adjust them if **occasionally** you need me to, to accommodate your budget)*

Quantity	Standard Rates	Notes
Single Video (Up to 90 seconds)	\$300	Explainer videos are no more than 90 seconds long, are public facing, educate consumers, and focus on explaining a business idea or service. The content may be an explanation of what a specific product is or a how a service works. Rate listed is per video and includes usage on: company-owned website, YouTube channel, and social media platforms.
Bulk Per Video Rate	\$150 per video with up to 175 words. Additional \$25 for each 100 words thereafter.	Does NOT include Paid Placement for commercial broadcast and/or web usage including but not limited to: boosted posts, sponsored ads, pre-roll, mid-roll, or other web ads. After 90 seconds, quote will be based on Corporate Narration rates. 2 year usage. Does NOT include editing.