

BUSINESS VIDEO PROFESSIONALS—ROLES & RATES

Title	Responsibility	Pre	Pro	Post	A.K.A.	Cleveland Rate Range
Actor (non-speaking)	Uses non-verbal communication techniques to effectively convey a message on camera				Talent	1/2 day = 4 hours full day = 8 hours \$250 - \$1000
Art Director	Provides direction for the overall look including: brand guidelines, font and color choices, filming style, and sound design				Creative Director	\$70 - \$250 hr varies based on pre/pro/post
Associate Producer	Works with the crew to direct the filming and editing while the Producer maintains the client relationship				Director	\$50 - \$150 hr varies based on pre/pro/post
Audio engineer	Handles sound gathering via microphone and audio mixer				Sound Mixer, Sound Tech	\$40 - \$75 hr
Director	Works with the crew to direct the filming and editing while the Producer maintains the client relationship				Producer, Associate Producer	\$70 - \$250 hr varies based on pre/pro/post
Director of Photography	Directs the visual imagery during filming; often operates the camera				DP, Cinematographer, Director	\$70 - \$250 hr varies based on pre/pro/post
Editor	Combines video content with sounds, voices, and music to match a script's direction or to tell an original story				Video editor	1/2 day = 4 hours full day = 8 hours \$200 - \$1000
Grip/Gaffer	Moves and sets up equipment and makes sure the set is electrically safe				Value-add	\$40 - \$100 hr
Makeup artist	Works with actor, director, producer, to apply makeup to on-camera talent				Makeup	1/2 day = 5 hours full day = 10 hours \$200 - \$1500



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Motion graphics editor	Performs the functions of a video editor and adds graphic design and visual effects				Visual effects artist, Composer, Special Effects Artist, Animator	1/2 day = 4 hours full day = 8 hours \$400 - \$1500
Producer	Manages the project (communicates with the client and the production team, sometimes directs the filming), sets timelines, manages revisions				Project Manager, Director	\$70 - \$250 hr varies based on pre/pro/post
Sales	Builds the partnership with the client; manages budgeting, contracts, invoicing, and helps choose the production team				Business Developer, Principal, Account Representative	salary, hourly, commission
Scriptwriter	Writes concise targeted language for an audience and clear screen direction for a production crew; creates the script				Writer	\$110 - \$200 hr
Spokesperson	Uses verbal and non-verbal communication techniques to effectively convey a message on camera				Spokes, Actor, Talent	\$800 - \$3000 daily full day = 8 hours
Teleprompter operator	Puts copy into the prompter and operates the scrolling as the on-camera actor reads				PA, Prompter	\$20 - \$50 hr
Videographer	Operates the camera, moves and sets up equipment				Camera, Camera Operator	\$200 - \$1500 daily 1/2 day = 5 hours full day = 10 hours
Voiceover artist	Reads scripts with the proper tone, inflection, and pronunciation to effectively convey a message				Talent, Voice Actor, Narrator	\$200 - \$1000 hr

