

# Business Video Professionals – Roles & Rates

Title	Responsibility	Pre	Pro	Post	A.K.A.	Rate Range
<b>Actor</b> (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
<b>Art Director</b>	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
<b>Associate Producer</b>	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
<b>Audio Engineer</b>	Handles sound gathering via microphone and audio mixer		✓		Sound Mixer, Sound Tech	\$40 - \$75 hr
<b>Director</b>	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
<b>Director of Photography</b>	Directs the visual imagery during filming; often operates the camera	✓	✓		DP, Cinematographer, Director	\$70 - \$250 hr varies based on pre/pro/post
<b>Editor</b>	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
<b>Grip/Gaffer</b>	Moves and sets up equipment and makes sure the set is electrically safe		✓		Value-add	\$40 - \$100 hr
<b>Makeup Artist</b>	Works with actor, director, producer, to apply makeup to on-camera talent		✓		Makeup	1/2 day = 5 hours full day = 10 hours \$200 - \$1500
<b>Motion Design Editor</b>	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
<b>Producer</b>	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
<b>Sales</b>	Builds the partnership with the client; manages budgeting, contracts, invoicing, and helps choose the production team	✓	✓	✓	Business Developer, Principal, Account Representative	salary, hourly, commission
<b>Scriptwriter</b>	Writes concise targeted language for an audience and clear screen direction for a production crew; creates the script	✓			Writer	\$110 - \$200 hr
<b>Spokesperson</b>	Uses verbal and non-verbal communication techniques to effectively convey a message on camera		✓		Spokes, Actor, Talent	\$800 - \$3000 daily full day = 8 hours
<b>Teleprompter Operator</b>	Puts copy into the prompter and operates the scrolling as the on-camera actor reads		✓		PA, Prompter	\$20 - \$50 hr
<b>Videographer</b>	Operates the camera, moves and sets up equipment	✓	✓		Camera, Camera Operator	\$200 - \$1500 daily 1/2 day = 5 hours full day = 10 hours
<b>Voiceover Artist</b>	Reads scripts with the proper tone, inflection, and pronunciation to effectively convey a message		✓		Talent, Voice Actor, Narrator	\$200 - \$1000 hr

**Note:** Have any questions? Please drop me a line at [dan@cinecraft.com](mailto:dan@cinecraft.com)