



**A: BASIC STUDIO HIRE: £120 one hour (further consecutive half hours £40)**

Record a conversation without structural / technical input. For those who'll be editing audio elsewhere. Audio levels monitored, raw audio file supplied.

*If you want to take advantage of Battersea Podcast's broadcast experience, scriptwriting and post-production know-how, go for a more fully formed podcast, from the options below.*

**B: ONE EPISODE: £170 for one hour (further consecutive half hours £60)**

Record for one hour, with guests in person or on the phone / internet audio source.

Top and tail trimmed, microphone levels balanced and processed, music or audio branding (see **G**) mixed in. Receive a streamable MP3 and broadcast quality WAV of your podcast within 48 hours.

**C: ONE EPISODE with EDIT & PRODUCTION: £240**

As above (**B**), with additional script and structure guidance, before and as you record. Notable errors and restarts removed, craft edit of a podcasters rough cut (see **J**).

**D: VIDEO RECORDING: £100 for one camera, £120 for two, £140 for three.**

Alongside options **A**, **B** or **C** - video your podcast. One, two or three cameras, vision mixed live. Two DSLRS, GoPro8(for wide shot), lighting. Set-up, recording and supply.

**E: PRE-SHOW PRODUCTION MEETING: £80 for one hour**

Recommended for early episodes. Take advantage of a decade or two of live broadcast experience. Gather round the Battersea Podcasts kitchen table to talk through ideas, create a programme structure and discuss the running order. Refine scripts - particularly your main introduction, conversational junctions, sub-segments, and concluding sequence. Discuss potential theme music.

**F: VISUAL BRANDING: LIGHT BOX LOGO £20 and MIC POP SHIELD(s) £50**

Own the show! If you're planning two or more episodes, we'll place the logo of your podcast in the lightbox - great for social media stills or video. Or tailor the microphone foam in a similar fashion. Just send over a high-res image.

**G: SOUND DESIGN: £155**

Set the tone and add professional zing, with pre-mixed audio production elements. A tailored intro and outro to stamp your brand, plus two mid-show ID's - useful to change subject or for a shift in pace. We'll work together to ensure the music, voiceover and production energy suits the vibe of your podcast.

**H: AUDIO TRAILER: £100**

Pick some stand-out moments from your conversation, and we'll make a tight, attention grabbing trailer to promote your next episode.

**I: SOCIALISE THE TRAILER: £75**

A logo, photo, audio waveform and captioned version of (H) to aid social media distribution.

**J: ROUGH CUT TRAINING: £60 per 30 minutes**

The most cost effective way of reducing a one hour recording to a thirty minute podcast, is for the podcaster to self-remove key unwanted segments - creating a 'rough cut'. With a bit of basic audio editing software training, the overall cost of a podcast series can be significantly reduced.

Return your rough cut to Battersea Podcasts to 'craft edit' as part of fee (C).

**K: FURTHER POST PRODUCTION: £60 per 30 minutes**

Additional editing of your podcast. Editorial decisions might be made by the podcaster 'over the shoulder' of the audio engineer. Here's a rough guide:

30 - 60 mins: Complex editing of a flagged section. This could be a conversation that was tangent heavy, or a phone interview that needs tightening up.

60 - 90 mins: Comprehensive reworking of material, adjustment of story flow.

60-90 mins: scan through the whole track to remove some hesitation and repetition, or vocal eccentricities.

**PARTICIPANT NUMBERS**

In Studio: up to 4

On Cleanfeed (like Skype): up to 2

On Landline: 1

Or combination of all three. Please give notice of any external participants.

**For more information, contact [david@batterseapodcasts.com](mailto:david@batterseapodcasts.com)**

The logo for Battersea Podcasts features the word "BATTERSEA" in a large, stylized, outlined font, with "PODCASTS" in a smaller, simpler font to its right. The entire logo is set against a black rectangular background.

[www.batterseapodcasts.com](http://www.batterseapodcasts.com)

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