

RATES FOR AUDIO PODCASTS (as of 1 October 2023)

Recording at The WEL Studio - Per Episode Recording/Editing Costs

£180.00 - £240.00 + VAT

Recording Engineer to record, edit and create audio file for up to a 1 hour show, including use of The WEL Podcast Studio at 108 Biggar Road, Edinburgh, EH10 7DU.

We always suggest that you allow for 2 hours in the studio - just to make sure everyone, and any invited guests, are comfortable.

Includes:

- 2 hours recording time at The WEL Podcast Studio.
- Up to 2 hours post recording editing time by our Engineer.
- Additional editing or recording time will be charged at £60.00 + VAT per hour.

Recording online - Per Episode Recording/Editing Costs

£180.00 - £240.00 + VAT

Recording Engineer to record, edit and create audio file for up to a 1 hour show, using online communications and recording platform.

We always suggest that you allow for 2 hours for recording online - just to make sure everyone is set up to get the best possible audio and guests feel comfortable.

Includes:

- 2 hours online recording time by our Engineer.
- Up to 2 hours post recording editing time by our Engineer.
- Additional editing or recording time will be charged at £60.00 + VAT per hour.

Recording on Location – Per Episode Recording/Editing Costs

£180.00 - £240.00 + VAT

Recording Engineer to record, edit and create audio file for up to a 1 hour show at a location of your choice.

We always suggest that you allow for 2 hours in the chosen location - just to make sure everyone, and any invited guests, are comfortable. Certain requirements would be stipulated for any recordings not taking place at our studio – e.g. noise restrictions, power supply, building access.

For “on location” recording, within 100 miles of EH10 7DU, mileage to and from EH10 7DU would be charged at 50p per mile.

Includes:

- 2 hours recording time at your chosen location.
- Up to 2 hours post recording editing time by our Engineer.
- Additional editing or recording time will be charged at £60.00 + VAT per hour.

RECORDING PROCESS

Recording Engineer – to operate the equipment and provide general direction.

Studio Time - For a 1 hour show allocate 2 hours in the studio to allow for guests arriving, getting comfortable, pre-recording briefing, any re-takes, PR Photos and videos.

As Live – For best results recording interview/discussions, and a more natural feel, we always recommend that we record the show “as live”.

Editing – allow a minimum of 2 hours.

STUDIO/OFFICE SPACE

- Up to 3 people/voices can be recorded at one time
- Tea/coffee making facilities
- Free Parking
- Free Wifi
- Office printer
- Microwave oven, crockery and cutlery
- Opposite our studio is an ESSO petrol station with cash machine, Costa Coffee, Subway and the usual selection of confectionery, crisps and soft drinks!

AUDIO EDITING

Once recorded, we will apply, where required, some basic post production elements.

- Adding EQ and as necessary and where really needed. If there is a noticeable difference in audio quality and volume between guests we will ensure the audio quality is, where possible, matched. Where there are really noticeable differences, which will impact on the overall quality of the final recording, we will reduce breaths and microphone pops.
- Inserting any provided audio branding elements and jingles into your podcast. See “*Show Introduction Jingle*” and “*Music*” in *Extras* below.
- Post producing any errors/mistakes – eg. If the host or one of the guests says something wrong and wishes to correct the information.
- ID3 tagging of each completed episode file. (Name of Show, Title, Date)
- Final audio file will be delivered in the MP3 audio format - usually 128 Kbps CBR, Stereo, 44100 Hz - by a file share website (Dropbox or Google Drive)
- Turnaround time for each episode will be 2-3 working days, though we will strive to complete the recording project within 24 hours.

EXTRAS – additional costs

Producer - Music and Production Schedules

We can prepare running orders, programme schedules and source music.

Branding and Cover Artwork Design

We can arrange Graphic Designers and Photographers to generate logos and presenter photos.

Live Video Streaming

We can arrange professional camera operators, video editors and equipment to live stream or video your show.

Show Intro / Outro Jingles

Another voice to introduce or close the show. The Woosh team of Announcers and Presenters can produce something for you. www.woosh.tv/announcers-presenters-djs

Music

Royalty free music for a show intro/outro can be found at www.neosounds.com For as little as £30.00 you can find a piece of music to use on your show as an intro and/or outro. Other music sources are available.

DISTRIBUTION HOSTING PLATFORMS

We'll do all the behind the scenes work to get your show on Apple Podcasts, Spotify, Amazon Music or your preferred hosting platform by uploading them to our recommended hosting supplier Spreaker.



Initial Set Up and Distribution Costs - £180.00

To distribute the shows to Apple Podcasts, Spotify and other Podcast Apps on the internet we recommend using the Spreaker website [www.spreaker.com].

We recommend paying annually for the “Broadcaster” package, which includes the following features:

- Unlimited Bandwidth
- Unlimited show length, per day, up to 3 hours
- 500 hours of storage
- RSS Feed Customisation
- Analytics and Statistics - number of listeners
- Live Audio Streaming
- Show Webpage on Spreaker
- Custom Embed Player to place on your own website
- Distribution to Listening/Podcast Apps - IOS, Android, including Apple Podcasts and Spotify

A subscription for 12 months to Spreaker will allow The Client to host and distribute all episodes of the show within that 12 month period. The Client would be responsible for renewing this subscription on an annual basis.

Spreaker’s Terms and Conditions can be found here - www.spreaker.com/terms

MIXCLOUD

Mixcloud - good for music shows. Mixcloud works with rights holders to identify, track, monetize or disable audio content on the platform, as such rights holders may request.

Free platform with a monthly subscription Pro Plan option for around £10.00 per month.

WHAT WE NEED FROM YOU

ARTWORK / BRANDING

Two pieces of artwork are required. They must be in the JPEG or PNG file formats and in the RGB colour space. For an additional cost we can arrange Graphic Designers to do this.

Square Image – 1400 x 1400 pixels and a maximum size of 3000 x 3000 pixels.

Cover Image – 982 x 275 pixels.

SHOW DESCRIPTION

Your show description does not have to be long. Something simple that explains exactly what your show is about. Like everything else, you can change this later as your show evolves. We do strongly suggest throwing some content keywords in there though.

EPISODE DESCRIPTION

Your episode description doesn't have to be long. Simple, to the point and easy to understand is what we recommend. Most people won't read this but most platforms won't let you upload an episode without one. Make sure you include keywords to make searching easier.

EPISODE KEYWORDS

Provide 20 keywords to make searching easier.

PR PHOTOS

We advise you take photos of the Host and Guests at each recording to use for promotion.

SOCIAL MEDIA - PR

We advise you to create Twitter, Facebook and Instagram Accounts for your show, or use already established accounts.

Invoice and Payment

The WEL Podcast Studio is operated by Woosh Entertainments Ltd. An invoice will be issued after each recording has taken place. We respectfully ask that this is paid within 30 days of the date of the invoice. Woosh Entertainments Ltd reserve the right to claim statutory interest at 4% above the Bank of England base rate at the date the debt becomes overdue, in accordance with the Late Payment of Commercial Debts (Interest) Act 1998.

Cancellation Charges

In the event of a cancellation on the day of recording due to weather conditions or other circumstances the full Invoice amount will be made.

Where The Client cancels a hire that has been pre-booked, the following cancellation fees will be applied by Woosh Entertainments Ltd:

- Within 24 hours of the booked start of the hire of studio/engineer: 75% of total hire charge.
- Within 72 hours of the booked start of the hire of studio/engineer: 50% of total hire charge.

Compliance

- Woosh has Full Public Liability Insurance.
- All of our equipment is PAT tested annually.
- All Certificates are available on request.

Should you have any questions, please do not hesitate to contact us.

Keith Easton

Director – Woosh



Email: keith@woosh.tv | www.thewel.co.uk | www.woosh.tv