

Storyhunter

Global Rate Guide

This is your high-level guide to market rates for creative services in video production, design, photography, communications, and social media strategy.

Storyhunter's Creator Management Platform is the force behind market-leading global brands, helping them reach their ambitious marketing and content goals every time.



Types of Rates

Day Rates: Day rates mean you've hired the person for 8 hours. If you go over 8 hours in one day, you can always add a half-day onto the freelancer's rate.

Half-Day Rates: Professional creatives do not typically work by the hour, so if you want to hire a freelancer for less than a day's work, you can offer them a half-day rate.

Flat Rates: When hiring someone for a flat rate, the budget is usually decided based on the scope of the project.

Considerations

Equipment Rentals: Equipment rentals are not included in our suggested day rates. For high-end video production, special equipment is commonly added to the day rate, even if owned by the freelancer. Equipment costs can be added to an active project using the Expenses feature.

Location: Market rates are based on average price per service but vary depending on the location you are hiring at.

Reach out to salesteam@storyhunter.com for any questions on how to price a project.

Storyhunter

Global Rate Guide

	Lower End	Higher End
Videography		
News Shooter / Video Journalist	\$400	\$600
Documentary DP	\$500	\$800
Commercial DP	\$600	\$1,500
Corporate Videographer	\$600	\$800
Drone Operator	\$500	\$1,400
Mobile Journalist	\$150	\$300
Production Crew		
Production Company	\$1,000	\$10,000+
Production Assistant	\$250	\$400
Fixer	\$250	\$400
Gaffer	\$150	\$400
Grip	\$250	\$500
Production Management		
Senior Producer / Project Manager	\$1,000	\$2,000
Series Producer / Showrunner	\$1,000	\$2,000
Production Coordinator / Crewing	\$600	\$1,200
Post-Production Manager	\$800	\$1,500
Directing		
Creative Director	\$800	\$1,500
Non-Fiction Film Director	\$800	\$1,500
Producing		
Executive Producer	\$800	\$2,000
TV News Producer	\$500	\$1,000
Field Producer	\$400	\$700
Line Producer / On-Location	\$800	\$1,500

Reach out to salesteam@storyhunter.com for any questions on how to price a project.

Storyhunter

Global Rate Guide

	Lower End	Higher End
Editing		
Video Editor - News	\$400	\$600
Video Editor - Documentary	\$400	\$800
Video Editor - Commercial	\$600	\$800
Senior Editor	\$800	\$1,200
Colorist	\$400	\$600
Artistic Planning		
Storyboard Artist	\$500	\$700
Audio		
Sound Mixer	\$500	\$1,000
Music Composer	\$600	\$1,000
Sound Designer	\$400	\$800
Photography		
Editorial Photographer	\$300	\$600
Event Photographer	\$300	\$600
Landscape Photographer	\$400	\$600
Portrait Photographer	\$500	\$1,000
Product Photographer	\$500	\$1,000
Fashion Photographer	\$800	\$1,200
Live Production		
HD Live Operator	\$500	\$800
Full-Service Live Production	\$1,000	\$5,000+
360 Production		
360 News Video	\$600	\$800
360 Documentary Video	\$600	\$800
360 Commercial Video	\$800	\$1,200
Full-Service 360 Production	\$1,000	\$5,000+

Reach out to salesteam@storyhunter.com for any questions on how to price a project.

Storyhunter

Global Rate Guide

	Lower End	Higher End
Social / Digital Media		
Digital Content Creator	\$250	\$500
Social Media Producer	\$350	\$600
Podcast Producer	\$500	\$800
Content Strategist	\$600	\$800
Influencer	\$500	\$10,000+
Digital Design		
Motion Graphics Designer	\$600	\$800
Illustrator	\$400	\$700
Graphic Designer	\$600	\$1,000
Visual Effects Artist / Animator	\$600	\$800
VR / AR Designer	\$500	\$1,500+
Metaverse Designer	\$700	\$5,000+
Writing		
Copywriter	\$250	\$500
Copyeditor	\$250	\$500
Reporter / Journalist	\$300	\$500
Translator	\$400	\$700
Typographer	\$400	\$700
Transcriber	\$100	\$300
Talent		
On-Air Reporter / Host	\$250	\$700
Audio Storyteller	\$400	\$600
On-Camera Talent	\$500	\$2,500+
Styling		
Wardrobe Stylist	\$400	\$700
Hair & Make-Up Artist	\$200	\$400
Art Department		
Art Director	\$600	\$700

Reach out to salesteam@storyhunter.com for any questions on how to price a project.