SoSo

Canberra & Sydney · soso.media

A SHORT, HONEST GUIDE

What a podcast actually costs.

Most quotes are a single number with nothing behind them. This explains what sits behind the number, what moves it, and what to ask before you sign, whether or not you work with us.

The short answer

Production is sold three ways. The right one depends on what you have, not on what a producer prefers to sell.

Per episode

You pay for each episode as it is made. Right for a pilot or a one-off. Every month starts from zero.

On a monthly plan

A fixed price for a fixed cadence. Less per episode than buying one at a time, and the show stops being a decision you make every fortnight.

By the day

For recording rather than producing: a studio and a producer brought to your office or venue. Editing is quoted separately.

What you are actually paying for

An hour of conversation does not become an episode by itself. A finished episode is six jobs, and a quote that does not mention them is hiding them, not skipping them.

Dialogue editing
Cutting the conversation for pace and sense.

Mixing
Balancing voices, music, and room noise.

Mastering
Setting loudness to platform standards.

Assembly
Intro, outro, music, and sponsor reads placed.

Revision
Your notes, applied once, properly.

Publishing
Uploaded, tagged, and scheduled to your host.

> **The ratio that surprises people: editing a conversation takes several times longer than having it. That ratio is the cost.**

Per episode, or on a plan?

Our published rate is $450 an episode. That is the honest way to compare the two, because a plan should be measured against what the same episodes would cost bought one at a time.

CADENCE	EPISODES A MONTH	BOUGHT ONE AT A TIME
Monthly	1	$450
Fortnightly	2	$900
Weekly	4	$1,800

A plan should come in under the right-hand column, because a committed cadence is easier to schedule and resource than ad hoc work. Ask any producer to show you both numbers. If they will only quote the plan, you cannot tell what the commitment is buying you.

Five things that move the price

01 ### How long the episode is

Length drives edit time almost linearly. A show that creeps from 30 to 60 minutes has roughly doubled its cost, which is why plans are priced up to a stated length.

02 ### How many people are in it

Every extra microphone is another track to clean, balance, and sync. A four-person panel is not twice the work of a two-hander.

03 ### How good the recording is

The biggest swing of all. Clean audio from decent microphones in a quiet room edits quickly. Laptop audio in a hard room can cost more to repair than the edit itself, and still not sound good.

04 ### Whether you also want video

Video is a second production with its own edit, not a by-product of the audio one. It should be priced as what it is.

05 ### How fast you need it

Standard turnaround lets work be scheduled. A 24-hour turnaround displaces someone else, and costs accordingly.

Where surprise invoices come from

Almost every unexpected charge in podcast production comes from the same short list. A good quote names these up front and prices them separately, rather than leaving them to be discovered.

- Priority turnaround
- Video production and platform optimisation
- Extensive sound design, bespoke openers, and stings
- Repair of poor source audio
- Show notes, transcripts, and social copy
- Short vertical clips
- On-site recording and live events
- Further rounds of revisions beyond the first

Seven questions to ask any producer

Including us. The answers tell you more than the price does.

1. What exactly is included in one episode?
2. What is quoted separately, and roughly what does it cost?
3. How many rounds of changes do I get?
4. What is the turnaround, and what happens if you are late?
5. Up to what episode length is that price?
6. Who owns the raw recordings and the finished files?
7. If I stop, what happens to the show and the feed?

WHAT IT COSTS WITH SOSO

Edited, mixed, mastered, and published, from $450 an episode.

Or on a weekly, fortnightly, or monthly plan. What each plan includes, and what it does not, is set out in full at **soso.media/plans**.

Not ready for a call? Email **hello@soso.media** and tell us about the show. We will tell you what it takes, even if the answer is that you do not need us yet.