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Pricing Structure

Please note that discounts may apply. Call for a quote.

Post-production captions and subtitles:

These rates include producing a caption or subtitle file, confirming sync and proper placement, and a VHS open caption approval copy (video masters only). Tape stock and shipping are additional. Turnaround time is discussed to meet your deadline.

“Roll-Up” — \$5 to \$10 per minute (\$300 minimum):

In this style of captioning the script continuously scrolls up from the bottom of the screen with two to four lines on the screen at one time. This style is used for documentaries, narration or programs with minimal characters on the screen at any time.

“Pop-On” — \$10 to \$12 per minute (\$300 minimum):

This style is used for both subtitles and captions. The sentence structure is broken into fragments that pop on and off the screen to keep pace with the rhythm of the narration or dialogue. This style is used in dramas, sit-coms and programs with multiple characters. The captions are strategically placed on the screen, which helps the viewer identify who is speaking.

TV Spots and PSAs — \$150 each

Music Videos — \$250 each

Digital (SDI) or Component Encoding — \$75 per half-hour (\$75 minimum):

This encoding service is necessary for producing a Betacam SP, DigiBeta, DVCam or other high-quality caption-encoded videotape master of your program.

DVD and Webcast Subtitles — \$10 per minute (\$300 minimum):

We can produce and export subtitle files to support specific DVD authoring systems and media players. Ask about what systems are supported.

Caption or Subtitle Exports — \$25 per export:

We can export files ready to import into your Non-Linear Editing system or DVD authoring software. Ask about what systems are supported.

Extraction Services — \$50 per half-hour plus \$50 file export:

We can extract captions with time code numbers from existing captioned videos. The cost is \$50 per half-hour to create a caption file. These files can be exported to accommodate DVD authoring systems or NLEs for \$50 per file. If a scroll-up style of caption is required, add \$10 per minute for reformatting.

Foreign Languages:

Our services include Spanish and other foreign languages. Don't miss out on sharing your message with the diverse communities here in America and overseas. Please call to confirm availability for specific languages.

You will need the following to begin the caption/subtitle process:

For video captions, a VHS copy of a final, edited master with time code recorded on audio channel 2 at 0 to -5db. The time code must match the time code on the master. If you do not have the equipment to produce a VHS copy, we can provide that service for a minimal fee.

For DVD captions or subtitles, a digital copy of your video project, either uploaded to our FTP server or sent to us on DVD.

For narration-only projects, a script of the narration can be emailed to us at andy@capsubservices.com, or we can provide transcription services for \$3 per minute.