ETUDE LAB

AUDIO

Services & Pricing

2026

Original sound for brands, shows, and creators: podcast production, sonic branding, music, and voiceover, made in a Memphis studio by someone with 20+ years in professional audio.

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etude-lab.com contact@etude-lab.com (901) 602-6480 Memphis, Tennessee

WHAT YOU'RE HIRING

One person, start to finish.

Etude Lab Audio is a one-person studio. The person who answers your email is the same one editing your audio, mixing it, and sending you the master. No handoffs, no junior editors, no presets applied without listening.

Every project gets a full listen on studio monitors and again on earbuds and a phone speaker, because that's how most people will hear it. Loudness is set to the spec of wherever your work will live: podcast apps, broadcast, streaming, or social.

Revisions are part of the price, not an upsell. You get an honest estimate and a firm date before anything starts.

I've spent more than twenty years in professional audio across AV, corporate events, broadcast, and the studio. I studied music, and the technical side came alongside. Etude Lab is where those two finally meet.

The work I take on is the work I want to do well: quiet rooms, careful ears, and a process built around taste rather than turnaround.

The room

A treated Memphis room with a hybrid hardware and software setup. The computers and plugins are what you'd expect after two decades. The personality comes from the hardware, which shows up in finished mixes in ways plugins can't fake.

HARDWARE	SOFTWARE & MONITORING
Oberheim OB-X8 · analog polysynth	Logic Pro · Cubase · LUNA · Studio Pro
Moog Subsequent 37 · analog mono	Universal Audio plugins
Sequential Pro 3 · hybrid mono	FabFilter · iZotope · SSL · Eventide · Waves
Mesa Boogie Dual Rectifier · VOX AC15	Spectrasonics · Arturia V Collection
Fender Stratocasters · Yamaha acoustic	Superior Drummer · BFD
Akai MPC Live 3 · Elektron Digitakt / Digitone	ADAM Audio monitors · acoustically treated room

THE PROMISE

Audio that sounds intentional on whatever your audience actually listens on.

PER EPISODE

Podcast Production

Send raw recordings. Get back a broadcast-ready episode: edited, cleaned up, mixed, and mastered to podcast loudness (−16 LUFS mono, −19 stereo). Every tier delivers MP3 and WAV.

Essential Edit

$175

per episode

Solo hosts getting a show off the ground

- Silence and breath cleanup
- Mistakes removed, pacing tightened
- Dialogue cleanup: de-essing and plosives
- Intro and outro music placed
- Mastered to podcast loudness
- MP3 and WAV delivery

TURNAROUND **5 BUSINESS DAYS**

RECOMMENDED

Studio Mix

$325

per episode

Independent and small-business shows that publish on a schedule

- Everything in Essential Edit
- Multi-host mixing with even levels across speakers
- Theme music and transitions built into the mix
- Noise reduction for room tone, HVAC, and clicks
- Custom transitions between segments
- Full broadcast-ready master
- One revision round

TURNAROUND **3 BUSINESS DAYS**

Premium Production

$650

per episode

Branded and corporate podcasts

- Everything in Studio Mix
- Show notes with timestamped chapters
- Music cues throughout, not just the open and close
- Custom intro and outro segments
- 60-second social trailer for every episode
- Two revision rounds

TURNAROUND **5 BUSINESS DAYS**

Add-ons

Custom podcast theme music — **$850**

An original theme written and produced for your show, with intro, outro, and transition cuts.

Show Launch Package — **$2,200**

Theme music, intro and outro, your first three episodes mixed, show-notes templates, and a cover art consultation.

Social trailer — **$125**

A 60-second vertical cut of an episode for Instagram, TikTok, and Shorts.

Backlog edit — **$125** / episode

Clean up and re-master existing episodes before a relaunch. Five-episode minimum.

BRAND AUDIO

Sonic Branding

The few seconds of sound people hear before your ad, your app, your podcast, or your keynote. Every package starts with a written creative brief you sign off on before any music is made, and ends with three genuinely different concepts to choose from.

START HERE

Audio Logo

$1,800

per project

Brands, shows, and campaigns that need a signature sound

- Discovery session and written creative brief
- Three distinct concepts
- Two revision rounds
- Final logo in five lengths: 0.5, 1, 2, 3, and 5 seconds
- WAV and MP3 masters, plus stems
- Usage notes for each length

TURNAROUND **2 WEEKS**

Brand Sonic Kit

$4,500

per project

Companies with an app, phone line, or video presence

- Everything in Audio Logo
- Extended theme in 15, 30, and 60-second edits
- On-hold music and loop bed
- Four UI notification sounds
- One-page sonic style guide

TURNAROUND **3 WEEKS**

Full Sonic Identity

$8,500

per project

Brands launching or relaunching across every channel

- Everything in Brand Sonic Kit
- Commercial or jingle production
- 30-second video bed, cut to 6, 15, and 30-second ad lengths
- Masters for broadcast, web, and every social platform

TURNAROUND **4–6 WEEKS**

Turnaround is counted from when the creative brief is signed.

Original music

Custom jingle or campaign music — **$1,400–$3,500**

Radio and ad spots, campaign themes, brand jingles. Quoted on length, revisions, and exclusivity.

Worship song production — **$800–$2,500** / song

Tracking, mixing, and mastering for original worship songs. Quoted on instrumentation and overdubs.

Custom composition — **Custom quote**

Original music and cues for ads, video, podcasts, and brand content.

FOR VOICE TALENT, BRANDS & AGENCIES

Voiceover Production

Commercial spots, narration, e-learning, podcast intros, and audiobooks: edited, polished, and delivered to spec. Where a job lands in each range depends on how much the raw audio needs. Send a one-minute sample and I'll quote it exactly.

Editing and cleanup — **$35–$60** / finished min

Breaths, clicks, and noise removed, retakes assembled, pacing tightened, leveled to spec. For voice talent sending raw reads.

Edit and mix to picture — **$65–$90** / finished min

Everything above, synced to your video with music and sound effects under the voice, at broadcast or web loudness.

Commercial and e-learning production — **$75–$120** / finished min

Full production of the finished piece: music bed, sound design, versions cut to your required lengths.

Audiobook production — **$250–$400** / finished hr

Edited and proofed against the manuscript, consistent across chapters, mastered to retailer specs.

How working together goes

01

Discovery call

Book at etude-lab.com/call. A free call to scope the project, pick the package and add-ons, and set a start date. You get an honest estimate before anything starts.

02

Agreement & deposit

A services agreement and a short statement of work covering scope, deliverables, revisions, and payment. Projects over $500 start with a 50% deposit; ongoing podcasts are billed per episode or monthly.

03

Production

Your files come in through a shared folder. I produce, check everything on studio monitors and on earbuds, and deliver inside the package's turnaround.

04

Revisions & delivery

Send your notes together in one message; that's one revision round. Final files arrive in the formats you need, at the right loudness.

FAQ

Common questions

How long does a project take?
Podcast episodes take 3 to 5 business days depending on the tier. Sonic branding runs 2 to 6 weeks. You get a firm date with the estimate.

Can I request revisions?
Yes. Every project includes at least one revision round, built into the price. Consolidated feedback in one message counts as one round.

Do you edit podcasts I record myself?
Yes. Send raw recordings and I handle editing, cleanup, noise reduction, mixing, mastering, and intro and outro music.

What formats do you deliver?
Broadcast-ready masters in whatever you need: WAV, AIFF, MP3, or platform-specific loudness for podcasts, broadcast, and streaming.

Can you rush a project?
Often, depending on the calendar. Rush turnaround is quoted with the project at a premium over the standard rate.

Can you record voiceover for us?
Yes. I can record in the studio or coordinate with voice talent remotely, then produce the finished master.

Do you sign NDAs?
Yes, happy to sign one before a discovery call.

How do we get started?
Book a free discovery call or send a note. I reply within one business day.

START A PROJECT

Let's hear what you're making.

Book a call · etude-lab.com/call

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