



## Annex B: Guidelines for calculating costs and values

Here are some guidelines to help you calculate the value of certain expenses incurred during the development of the online project:

### Editing and translation

To ensure the quality of the project text in both languages, achieve cost-effectiveness and promote optimal use of time, it is strongly recommended to have the texts reviewed and edited in the original language by a professional editor before having them translated. Then, the translation should be edited. Finally, a comparative edit between the original text and translated text is recommended.

Since editing and translation costs are directly tied to the quality of the writing, all estimates provided by translators and editors should be treated as approximations.

### Editing rates

Editors generally set their editing fee at an hourly rate that ranges from \$42 to \$55 per hour. Occasionally, they may bill per word, with rates varying between \$0.04 and \$0.11 per word.

### Translation rates

Translators generally charge by the word, with rates varying between \$0.20 and \$0.35 per word.

When calculating translation costs, keep in mind that translation will be required for all text, including navigational text, alternative text, audio and video transcripts, metadata and keywords.

## Intellectual property and copyrights

As part of its contribution to the total budget of the online project, the applicant may request that the value of the intellectual property made freely available to the public be recognized. The following formulas for calculating values are based on average commercial transactions. Values should reflect the estimated number of images or words that the project will include or the duration of audio and video sequences.

**Note:** These formulas are not intended to be used as guidelines in negotiations with third parties for the acquisition of rights. In such cases, the rates negotiated with collective societies or individual rights holders should apply.

### Formula for images

Based on the average licensing fee paid by multimedia developers for the use of an image in a multimedia product with worldwide distribution:

- \$150 x the number of images

### Formula for text

Based on the average fee paid to writers through *Access Copyright* for transmission and/or reproduction rights on the internet:

- \$375.10 per 500 words



## Formulas for audio and video clips

Based on commercial licensing fees, keeping in mind that rates for internet use vary widely:

- \$8.30 per minute (audio clip)
- \$30 per second (video clip)

## **Marketing**

Although DMC does not cover costs related to marketing and communications, the applicant can increase the merit of its proposal if it can show that it will make efforts to promote its online project. The value of these efforts should be reflected in the budget under the contributions (in-kind or financial) of the applicant or any other project participant.

Marketing and communication efforts can include the following activities:

### Digital marketing

- Search engine optimization and marketing
- Sharing, engagement and promotion through social media
- Promotion in e-newsletters (with hyperlinks)
- Advertising banners on external sites

### Traditional marketing

- Press releases and newsletters
- Media advertising campaigns
- Launch activities (ceremonies, receptions, etc.)
- Creation and targeted distribution of promotional material

- Presentations of online project content in schools, at organization member meetings, and to visitors and other groups
- Sponsorships

It is recommended that 70% of the promotional activities be focused on digital marketing. In all cases, activities must recognize the contribution of DMC and give it visibility.