

Why Do Professional DJs Charge What They Do?



This is an example of typical expenses incurred for an average performance.

(Please note: "non-professional DJs" **will not** (and cannot) give your event the attention needed for success.

A "bargain DJ" will also not have the funds for professional audio equipment, music, training and education.

Expense	Notes - \$	Avg Hrs
1) Advertising, management, customer development	Thousands per year	
2) Stationery	Thousands per year	
3) Telephone calls (labor; before, during & after)	varies	1.25
4) Telephone expenses	\$5.35	
5) Media kits & brochures	\$9.20	
6) Postage	\$3.78	
7) Consultation appointment	(time including travel)	4.5
a. Gasoline	4 gallons @ \$2.45= \$9.80	
b. Travel & expenses	Meals, lodging, misc. auto expenses	
8) File building, office	Copies, forms, contracts, lists, checklists, conversation logs, misc.	3.25
9) Process deposit		.5
10) Process contract		.5
11) Endorse and forward contracts to customer		.25
12) Compile music requests & lists		1.75
13) Organize music requests & lists	Music tracks must be coded, numbered & referenced for locating	2.25
14) Locate special requests music (retail)	Web, shopping, download services, & archives- Avg: \$8.99+ tx	.75
15) Search, obtain & purchase music (internet downloads)	Average: 18 tracks per customer @ .79 per track= \$14.22	1.25
16) Custom edits (music, labor, supplies)	Average: \$15.50	5.0
17) Rehearse playing order of music selections		1.25
18) Custom CDs (creation, editing, labeling, burning)	Blank CDs, labels, etc.	.75
19) Dry cleaning & laundry expenses	\$7.50 (not including time & gas)	.75
20) Clothing (3+ clothing changes per event)	(ongoing)	
21) Last min. calls for details, concerns & bal. due	(not including telephone expenses)	.5
22) Travel expenses to event		1.5
a. Gasoline	4 gallons @ 2.45+ \$9.80	
b. Travel & expenses	Meals, lodging, misc. auto expenses	
23) Set-up at location		2.25
24) ***** Performance Time *****	(including arrival music)	4.5
25) Consumables (gaffer tape, batteries, bulbs, pens, etc)	\$10.00	
26) Tear-down at location		1.25
27) Travel expenses (return to base)		1.5
a. Gasoline	4 gallons @ 2.45+ \$9.80	
b. Travel & expenses	Meals, lodging, misc. auto expenses	
28) Process final payment		.5
29) Inventory and check equipment		.75
30) Insurances (liability; professional)	\$155 per year (yearly expenses÷50 wks)	
31) Professional organization affiliations	\$365 per year (yearly expenses÷50 wks)	
32) Continuing education	varies	
33) Website related expenses, Music Service Subscriptions	Thousands per year	
34) Equipment maintenance	varies	1.0
35) Equipment purchases	varies	
36) Equipment repairs	varies	.5
37) Documentation expenses	varies	
38) Business licenses and (auto) insurance	\$2025.00/yr (yearly expenses÷50 wks)	
Totals:	(not including business location) \$154.84 +	38+Hrs.