


Pricing and Setting Usage Limits for OpenAI



Making an AI Application with
OpenAI API



Why set usage limits?

- Don't want to be surprised by a big bill
- OpenAI API charges per use. Can grow quickly
- Pricing can grow quickly if your application goes viral

Current Pricing

As of 7/23/23

1 token = 1 word

For GPT 3.5 4k Context

For 10,000 words in and out, it costs \$0.035

For 100,000 words in and out it costs for \$0.35

For 1,000,000 words in and out it costs \$3.5

GPT-4

With broad general knowledge and domain expertise, GPT-4 can follow complex instructions in natural language and solve difficult problems with accuracy.

[Learn about GPT-4](#)

Model	Input	Output
8K context	\$0.03 / 1K tokens	\$0.06 / 1K tokens
32K context	\$0.06 / 1K tokens	\$0.12 / 1K tokens

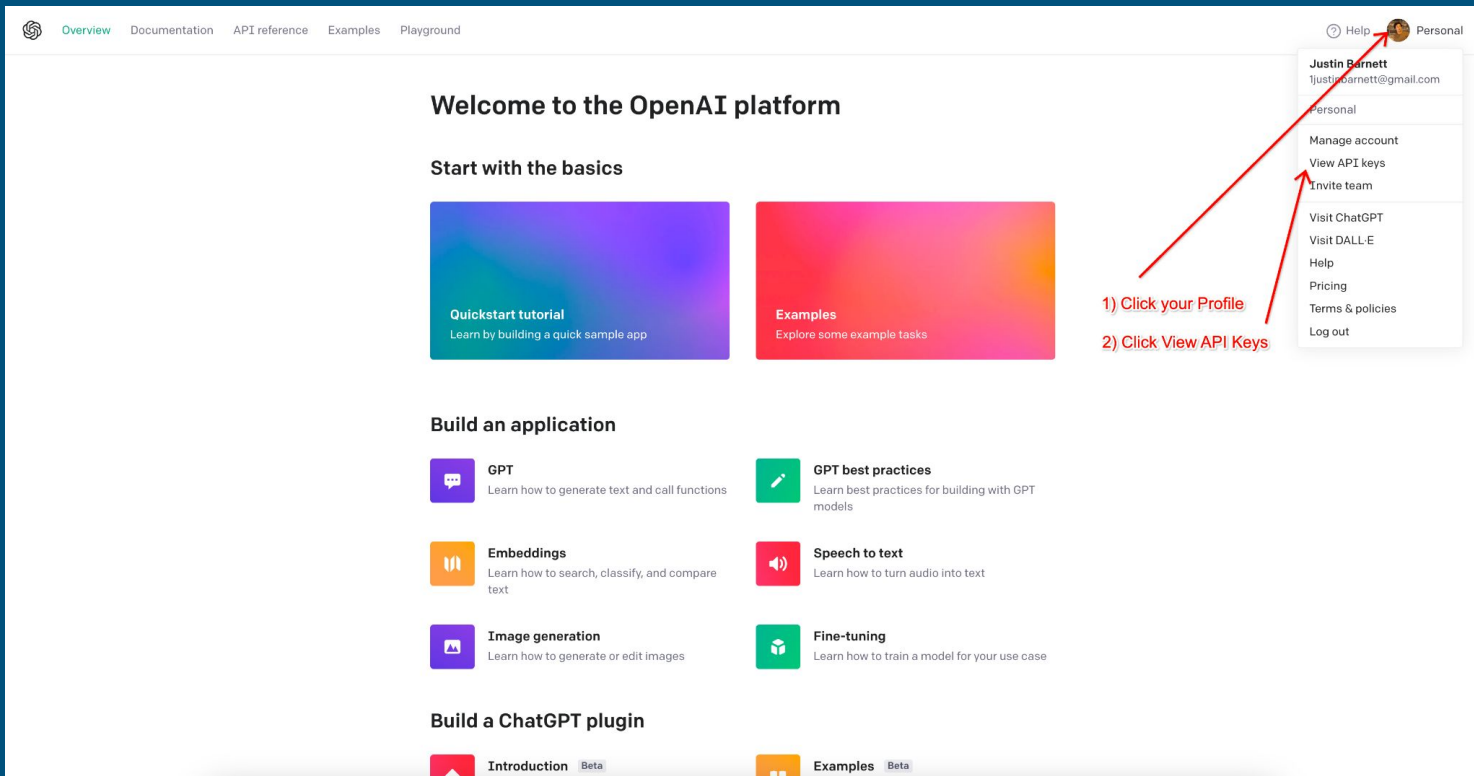
GPT-3.5 Turbo

GPT-3.5 Turbo is optimized for dialogue.

[Learn about GPT-3.5 Turbo](#)

Model	Input	Output
4K context	\$0.0015 / 1K tokens	\$0.002 / 1K tokens
16K context	\$0.003 / 1K tokens	\$0.004 / 1K tokens

Setting Usage Limits



The screenshot shows the OpenAI platform dashboard. At the top, there is a navigation bar with links: Overview, Documentation, API reference, Examples, and Playground. On the right side of the navigation bar, there is a user profile icon and a 'Personal' label. Below the navigation bar, the main content area is titled 'Welcome to the OpenAI platform'. Under this, there is a section 'Start with the basics' with two cards: 'Quickstart tutorial' (Learn by building a quick sample app) and 'Examples' (Explore some example tasks). Below this, there is a section 'Build an application' with six cards: 'GPT' (Learn how to generate text and call functions), 'GPT best practices' (Learn best practices for building with GPT models), 'Embeddings' (Learn how to search, classify, and compare text), 'Speech to text' (Learn how to turn audio into text), 'Image generation' (Learn how to generate or edit images), and 'Fine-tuning' (Learn how to train a model for your use case). At the bottom, there is a section 'Build a ChatGPT plugin' with two cards: 'Introduction' (Beta) and 'Examples' (Beta). On the right side of the dashboard, there is a user profile dropdown menu. The menu is open, showing the user's name 'Justin Barnett' and email 'jjustinbarnett@gmail.com'. Below this, there are several options: 'Personal', 'Manage account', 'View API keys', 'Invite team', 'Visit ChatGPT', 'Visit DALL-E', 'Help', 'Pricing', 'Terms & policies', and 'Log out'. Two red arrows point to the 'Personal' icon and the 'View API keys' option, with labels '1) Click your Profile' and '2) Click View API Keys' respectively.

Overview Documentation API reference Examples Playground

Help Personal

Welcome to the OpenAI platform

Start with the basics

Quickstart tutorial
Learn by building a quick sample app

Examples
Explore some example tasks

Build an application

GPT
Learn how to generate text and call functions

GPT best practices
Learn best practices for building with GPT models

Embeddings
Learn how to search, classify, and compare text

Speech to text
Learn how to turn audio into text

Image generation
Learn how to generate or edit images

Fine-tuning
Learn how to train a model for your use case

Build a ChatGPT plugin

Introduction Beta

Examples Beta

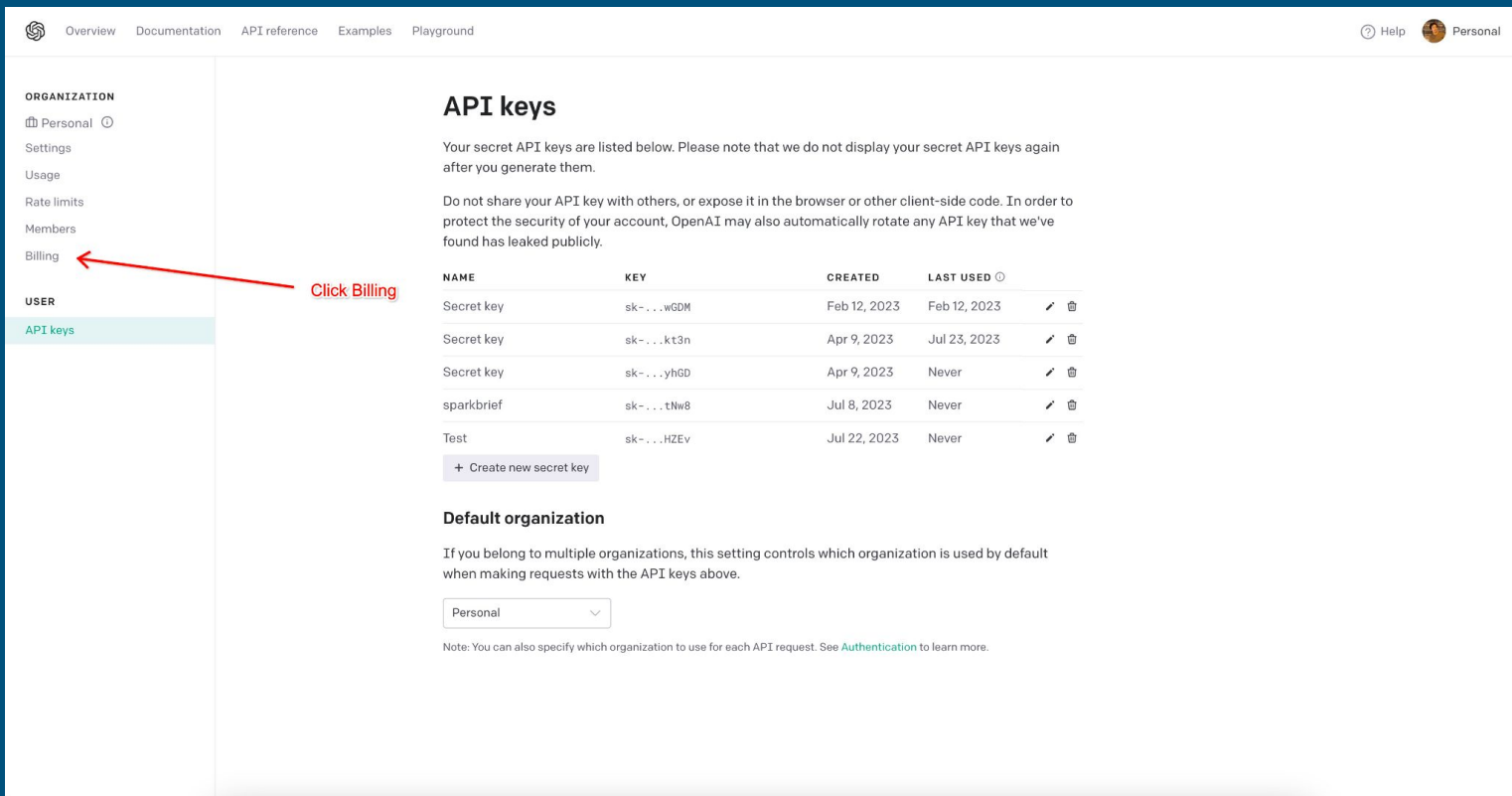
Justin Barnett
jjustinbarnett@gmail.com

- Personal
- Manage account
- View API keys
- Invite team
- Visit ChatGPT
- Visit DALL-E
- Help
- Pricing
- Terms & policies
- Log out

1) Click your Profile

2) Click View API Keys

Click Billing



The screenshot shows the OpenAI API keys management interface. On the left, a sidebar contains a menu under 'ORGANIZATION' with items: Personal, Settings, Usage, Rate limits, Members, and Billing. A red arrow points from the 'Billing' link to a red text label 'Click Billing' in the main content area. The main content area has a top navigation bar with links: Overview, Documentation, API reference, Examples, and Playground. The right side of the top bar shows a 'Help' icon and a 'Personal' profile icon. The main content area is titled 'API keys' and contains a table of API keys. Below the table is a button to 'Create new secret key'. At the bottom, there is a section for 'Default organization' with a dropdown menu set to 'Personal' and a note about specifying the organization for each API request.

Overview Documentation API reference Examples Playground

Help Personal

ORGANIZATION

- Personal
- Settings
- Usage
- Rate limits
- Members
- Billing

USER

- API keys

API keys

Your secret API keys are listed below. Please note that we do not display your secret API keys again after you generate them.

Do not share your API key with others, or expose it in the browser or other client-side code. In order to protect the security of your account, OpenAI may also automatically rotate any API key that we've found has leaked publicly.

NAME	KEY	CREATED	LAST USED		
Secret key	sk-...wGDM	Feb 12, 2023	Feb 12, 2023		
Secret key	sk-...kt3n	Apr 9, 2023	Jul 23, 2023		
Secret key	sk-...yhGD	Apr 9, 2023	Never		
sparkbrief	sk-...tNw8	Jul 8, 2023	Never		
Test	sk-...HZEv	Jul 22, 2023	Never		

+ Create new secret key

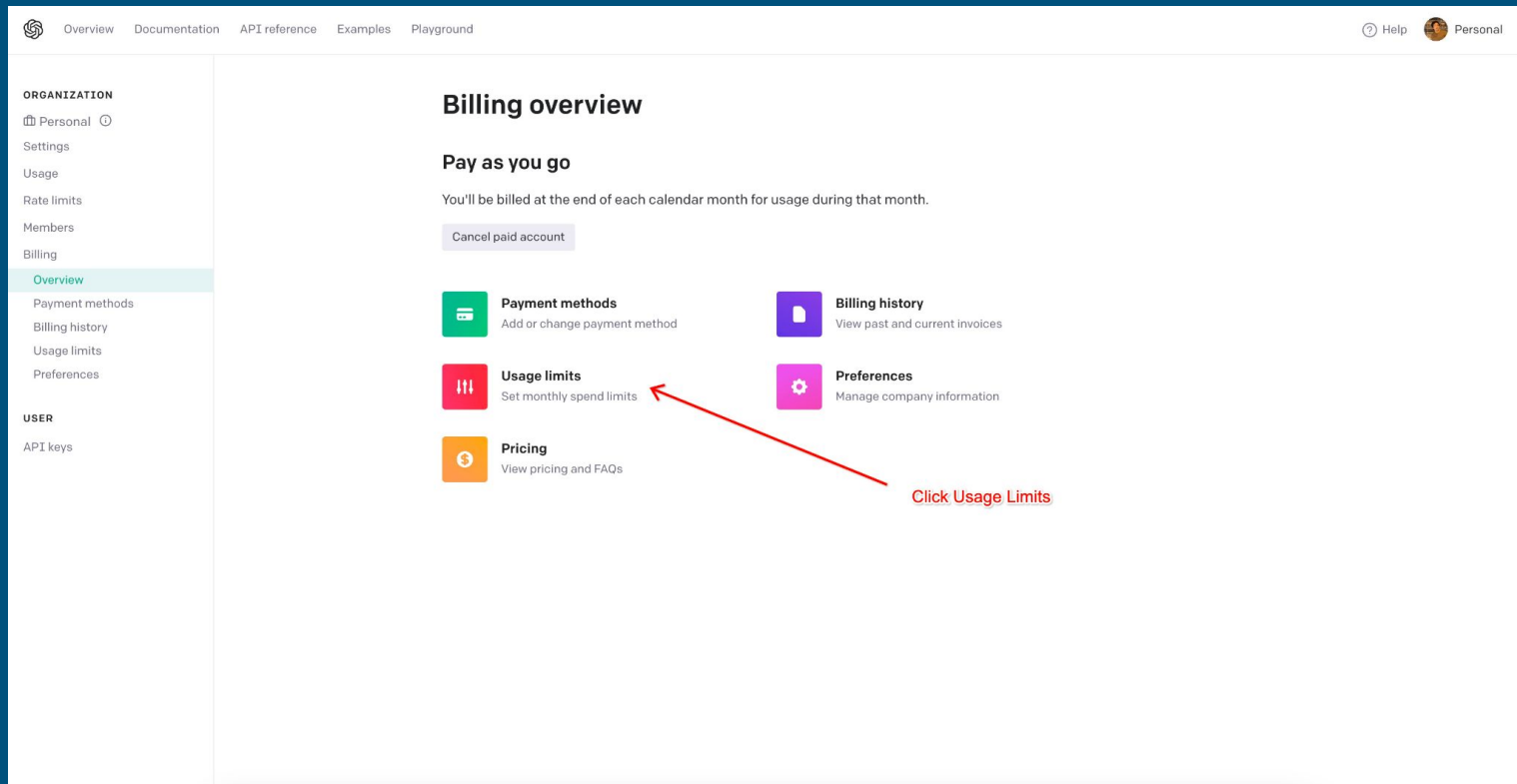
Default organization

If you belong to multiple organizations, this setting controls which organization is used by default when making requests with the API keys above.

Personal

Note: You can also specify which organization to use for each API request. See [Authentication](#) to learn more.

Click Usage Limits



The screenshot shows the OpenAI Billing overview page. The left sidebar contains the 'ORGANIZATION' section with 'Overview' highlighted, and the 'USER' section with 'API keys'. The main content area is titled 'Billing overview' and includes a 'Pay as you go' section with a 'Cancel paid account' button. Below this are four cards: 'Payment methods', 'Billing history', 'Usage limits', and 'Pricing'. A red arrow points from the text 'Click Usage Limits' to the 'Usage limits' card.

ORGANIZATION

- Personal ⓘ
- Settings
- Usage
- Rate limits
- Members
- Billing
 - Overview**
 - Payment methods
 - Billing history
 - Usage limits
 - Preferences

USER


- API keys


Billing overview


Pay as you go


You'll be billed at the end of each calendar month for usage during that month.


[Cancel paid account](#)

**Payment methods**
Add or change payment method

**Billing history**
View past and current invoices

**Usage limits**
Set monthly spend limits

**Preferences**
Manage company information

**Pricing**
View pricing and FAQs

[Click Usage Limits](#)

Set a soft and hard limit

The screenshot shows the OpenAI 'Usage limits' settings page. The left sidebar contains navigation links for 'ORGANIZATION' (Personal, Settings, Usage, Rate limits, Members, Billing, Overview, Payment methods, Billing history, Usage limits, Preferences) and 'USER' (API keys). The 'Usage limits' section is active. The main content area is titled 'Usage limits' and explains how to manage spending by configuring usage limits. It includes sections for 'Approved usage limit' (currently \$120.00), 'Current usage' (currently \$4.64), 'Hard limit' (input field set to \$50.00), and 'Soft limit' (input field set to \$10.00). Red arrows point from explanatory text to the input fields and the approved usage limit value.

ORGANIZATION

- Personal ⓘ
- Settings
- Usage
- Rate limits
- Members
- Billing
 - Overview
 - Payment methods
 - Billing history
 - Usage limits**
 - Preferences

USER

- API keys

Usage limits

Manage your spending by configuring usage limits. Notification emails triggered by reaching these limits will be sent to members of your organization with the **Owner** role.

There may be a delay in enforcing any limits, and you are responsible for any overage incurred. We recommend checking your usage tracking dashboard regularly to monitor your spend.

Approved usage limit

The maximum usage OpenAI allows for your organization each month. [Request increase](#)

\$120.00

Current usage

Your total usage so far in July (UTC). Note that this may include usage covered by a free trial or other credits, so your monthly bill might be less than the value shown here. [View usage records](#)

\$4.64

Hard limit

When your organization reaches this usage threshold each month, subsequent requests will be rejected.

\$50.00

Soft limit

When your organization reaches this usage threshold each month, a notification email will be sent.

\$10.00

Save

Annotations:

- Red arrow pointing to \$120.00: This is the max usage you are allowed to use every month
- Red arrow pointing to \$50.00: Set a hard limit (\$50 is reasonable)
- Red arrow pointing to \$10.00: Set a soft limit, (\$10 is reasonable)