

INTRODUCTION PACKET

This intro packet will introduce you to **Eyenet Video Productions**. We offer full service video production, ad campaign development and consulting to help you make the best decisions possible when choosing to promote your business.

SERVICES

VIDEO PRODUCTION

- ◇ TV Commercials
- ◇ Corporate & Sales Training
- ◇ Website Video Content, Business Promos and Testimonials
- ◇ Music Videos & Concert Screen Projection
- ◇ Live Streaming of Events
- ◇ Weddings
- ◇ DVD Authoring and Replication

BROADCAST AIRTIME & INTERNET PLACEMENT

- ◇ Cable TV Spot Advertising
- ◇ Website Video Channel Development
- ◇ Mobile and Social Media Campaigns

Production costs are determined by the type and length of the program. There are various graphic and 3D animation packages to choose from, starting at \$ 800.00 for a 30 second commercial. We use non-linear editing to keep costs low. Digital editing allows us to make project templates so that future changes will only cost a fraction of the original production.

Cost for TV commercial airtime. Price per time the 30 sec. spot is aired can run between \$15.00-75.00. Advertising on cable varies according to the time of day, geographic areas and also which cable channels are selected to run the commercial on.

We can help you create an effective ad campaign which gets measurable results. By using demographic data and ratings points to reach your target audience, you can get the most out of your marketing budget. What makes us unique is that we *produce* the video spots as well as *design* the ad campaigns This eliminates the need for you to deal with two separate companies: **The video production company AND the advertising agency**. We handle all the details for you. I hope you find the following information useful.

Sincerely,

Mark Micheel

RATE SHEET

TV COMMERCIALS

\$ 800.00 - \$ 4,800.00

Price is based on an estimated 8-48 hours, at \$ 100.00 per hour, to create. The typical commercial takes 1-2 days to film and another 2-10 days to edit. If it takes 4 days to shoot AND edit that comes to roughly 32 hours (4 days X 8 hrs per day). If it takes 6 days to complete that equates to 48 hours. Price depends on the graphics package selected and the number of video layers involved. Commercials can generally be completed within a 1-3 week time frame.

All video is shot in 1080i HD. All estimates and work must be reviewed and approved of by the client prior to shooting. We will create content to your complete satisfaction. Once we create a commercial for you, we will keep it as a template so that if you want to change it in the future, with different content, you may do so easily. By using non linear editing, we can make changes to your commercial without having to start from scratch. This means that once we make one commercial for you, any subsequent spots can cost less than the original one to create.

VIDEO SERVICES

ESTIMATE GIVEN AFTER CONSULTATION

Music videos, corporate events, concert screen projection, sales training videos, business promos and LIVE STREAMING of events can vary in size and scope. These must be priced individually. After a free consultation, you will be given a detailed cost estimate.

DVD AUTHORIZING

\$1,800.00 - \$ 5,000.00

Price is based on 6-10 minutes of video contained within DVD. If more than 10 minutes is required then the number of hours to create it would increase, thereby increasing the final cost. Smaller projects can cost less. A written estimate will be provided prior to beginning.

Based on experience, the typical DVD can take between 18-50 hours to create. This can usually be done in a 3-6 week time frame. Multiplying the number of hours by \$ 100.00 is how we come to an average cost of \$ 1,800- \$ 5,000.

For a DVD requiring more than 10 minutes of video or having multiple movies within the DVD, the price can vary depending on the scope of the project. We will always consult with you before production starts with a detailed estimate.

CABLE ADVERTISING:

See sample ad campaign

Cable advertising is a great way to reach people in a targeted geographic area. You can choose to run ads on specific cable systems throughout Florida or you may choose to place your commercials nationwide. You just need to let us know the city or zip code where you wish to run the ad and we will place it on the proper cable system.

Please see SAMPLE AD CAMPAIGN to see the cost and number of spots for a given budget. You can defray your costs by sharing them with your corporate partners. For example, if you have an event that you want to promote you can ask another business to split the costs with you. We will insert their corporate logo into your commercial so that you can leverage your marketing budget and get twice the exposure.

WEDDING PACKAGES

Bronze \$ 1,800- \$ 2,000

- * Wedding Vows
- * Reception Highlights
- * Custom DVD (copies available on request)
- * Wedding Video posted on Internet for Friends and Family

Silver \$ 2,000- \$ 2,500

- * FULL Wedding Ceremony
- * Reception Highlights
- * Custom DVD (copies available on request)
- * Wedding Video posted on Internet for Friends and Family

Gold \$ 3,000- \$ 3,500

- * Pre wedding preparations are filmed (Bride getting make-up done, etc.)
- * FULL Wedding Ceremony is videotaped with (2) Cameras
- * Full Reception
- * Highlight collage of entire day w/music included
- * Custom DVD (copies available on request)
- * Wedding Video posted on Internet for Friends and Family to see

Platinum \$ 4,500- \$ 5,000

- * Pre wedding preparations are filmed (Bride getting make-up done, etc.)
- * Wedding is videotaped with (3) Cameras
- * Full Reception (includes video interview booth for guests)
- * Highlight collage of entire day w/music included
- * Custom DVD (copies available on request)
- * Wedding Video posted on Internet for Friends and Family to see

*** All Packages shot in HIGH DEFINITION. We BEAT the competition in PRICE, CREATIVITY and QUALITY! ***

SERVICES THAT CAN BE ADDED TO ANY PACKAGE: Photo montages to be played AT THE WEDDING, Voice overs, Video interview booth for guests.

Please call (214) 934-4506 for more information and to customize a package just for you.

CABLE TV AD CAMPAIGN (sample)

This example shows what kind of exposure you could expect for a cable ad buy of \$ 4,000 with a duration of one month. This example uses three networks on a weekly schedule. Recommended networks: BRAVO, ESPN and THE FOOD NETWORK.

Proposed WEEKLY schedule:

Network	Daypart	:15 Sec Rate	# of spots	Total \$
BRAVO	(6A-MID)	\$ 5.00	40x	\$ 200.00
ESPN	(6A-MID)	\$ 10.00	30x	\$ 600.00
FOOD NETWORK	(6A-MID)	\$ 5.00	<u>40x</u>	<u>\$ 200.00</u>
Totals			110x	\$ 1,000.00

Monthly cost: \$ 4,000.00

Total # of spots: 440 (Average cost per spot \$ 9.09)

Cable advertising is a great way of using direct response marketing to reach a targeted geographic area. You may choose to run ads on specific cable systems throughout Florida such as Miami, Tampa, Sarasota, Cape Coral, Orlando etc.

In the Southwest Florida region you can reach over 315,000 households. National cable systems are available if you want to place your commercial in other markets, Nationwide.

There are several good ways to measure the effectiveness of the ads you place. This will allow you to eliminate the ad buys that don't generate the most business and concentrate your advertising dollars on the cable channels and systems that do.

We can work with you to create a cable ad campaign that gets results. Regardless of your marketing budget we can tailor an effective ad campaign that works for you. We look forward to answering any questions that you may have.

AD CAMPAIGN QUESTIONNAIRE

- Client Name: _____
- Contact / Phone #: _____
- Ad campaign Run Dates: _____
- Geographic Area: _____
- Demographic Target: _____
- Quarterly/ Annual Budget: _____
- Production Deadline: _____

• Ad Campaign Theme / Slogans:

• Special Promotions/ Events:

• Cable Channels Requested:

• Comments/ Special Instructions:

• Cable advertising is a great way to reach upscale customers at a reasonable price.
You can choose to advertise on cable networks such as:

A&E, Animal Planet, AMC, CNBC, Bravo, Comedy Channel, CMT, CNN, Court TV, Discovery, E!, ESPN, ESPN2, ABC Family, Food Network, Fox News, FX, Golf Channel, Headline News, HGTV, History Channel, Lifetime, MSNBC, MTV, Sci-Fi, Spike, TBS, TLC, TNT, TV Land, Nickelodeon, USA, Weather Channel

Please return this questionnaire to Eynet Video Productions