



Commercial Rate Card

Basic Package Starting at \$1,150 (\$1,500 Value) Commercial (:30 Second)

If you are working with a limited budget, this package provides everything necessary to produce an effective commercial.

- Pre-production meeting with client
- Script writing
- 6 hours total production including shooting (one location) and editing*
- Grip (if needed)
- Professional voice over (VO)
- Music (1 track)/ up to 3 sound effects
- 1 mini DVD or file format (for traffic use) and 1 client DVD of commercial

*While our clients will not be involved in the edit session, the advantage is a quick turnaround time at an unbeatable price. Unused services cannot be deducted from the package. Package does not include production of donut inserts for future use.

A-la-Cart/ Add-On Features:

Shooting (minimum 2HR charge)	\$125
Additional Shooting Locations	\$125 each
Editing* (min. 1/2 hour)	\$125 per hour
Client Edit Appointment	\$150 per hour
Weekend/ After Hours Production	\$175 per hour
Holiday Schedule Production	\$200 per hour
Expedite Fee	\$100 per hour
Beta Dubs- (requiring no editing)	\$50 each
DVD Dub (no menu authoring)	\$35 each
Scriptwriting	\$200 each :30
Full Voice Over	\$200 (plus edit)
Spanish Translations and Voice Over	\$400 each
Video Tag (single logo and text)	\$250 each
Audio Tag	\$150 each
Audio/ Video Tag	\$350
Music/ Sound Effects (up to 3)	\$50 (plus edit)
On Camera Talent	Cost + 20%
Studio Rental	Cost + 20 %
Specific Paint Color	Cost + 20%
Grip Services (minimum 3 hours)	\$30 per hour
Jib Arm	\$400 per day
Dolly	\$350 per day
Teleprompter	Cost + 20%
Make-up Artist	Cost + 20%
2D and 3D Animation	\$150 per hour
Pre-fabricated digital background	\$50 each use
Research (permits, location, etc.)	\$100 per hour
Film Look (where available)	\$350 per spot
Digital Stills from Video (untouched)	\$20 each

2nd commercial (same day shoot) \$950

Production Service Agreement

- Only commercial footage will be shot.
- Any changes after an approved script will be subject to appropriate charges.
- All client footage must be of Film, Beta, Digital origination only, provided on Beta SP/ DV/ Mini DV/ or DVD. No VHS accepted.
- Written permission required for use of any copyrighted material. No exceptions.
- Raw footage kept for 1 year and may be purchased for \$150 per 30 minutes.
- Master tapes kept for 90 days after flight ends.
- To obtain the master tape, submit a written request at the end of the flight within 90 days.
- Scripts and raw tapes are property of Heritage Video Inc.
- Rates and discounts are for actual clients airing with Sure West and are not transferable.
- Discounted production for Sure West air only.
- Any discounted production must be used within 90 days of written agreement.
- Heritage Video, Inc. reserves the right to use commercials for self-promotional purposes.
- Shoot cancellations require a minimum 24 hour notice or 20% of the total production cost plus applicable rental fees will be charged.
- Client is responsible for full value of production if air schedule agreement is not fulfilled.
- Service and prices subject to change without

Comments / Production Description _____

I have read and understand the Production Rates and Service Agreement and agree to pay Heritage Video, Inc. the following charges for the described production. I further understand that I am responsible for payment of the production value if the air contract is not fulfilled.

Name _____ Authorized Signature _____ Date _____