



FREQUENTLY ASKED QUESTIONS ABOUT VIDEO PRODUCTION

How much does it cost to produce a video?

This is a very challenging question to answer. It's like trying to tell someone how much a car costs. Do you prefer a Rolls? A Ford? With a sunroof? Power steering? Leather seats? The price of a car depends on many factors – and so does the cost of a video production.

In general, a broadcast quality video, created by a team of professionals using top quality equipment, will run approximately twenty-four hundred dollars per finish minute.

WHAT DETERMINES THE COST OF A VIDEO PRODUCTION?

Many factors determine the cost of a broadcast quality video production budget including:

- ◆ **Program Length:** In general terms, but not always, the longer the video tape, the less per minute
- ◆ **Script:** Will you be writing the script or will we be writing, or will it be a collaborative effort? The length of your script is also a factor to consider
- ◆ **Video Tape Format:** Always be clear on what format will be used to produce you video tape
- ◆ **Use of Graphics and/or Animation:** Generally, the more graphics and animation created for a production, the higher the cost
- ◆ **Pacing:** A very fast paced program with many edits will, in general, cost more to produce than a slower paced piece with longer shots
- ◆ **Project Deadlines:** A rush is usually more costly than one in which there is more time given to planing and scheduling production for maximum efficiency
- ◆ **Travel and Number of Shooting Locations:** Travel expenses are obvious, but keep in mind that in general every time we break down and set up a camera shot, you are adding to the budget. A difficult-to-shoot-in location can also add time to a video production
- ◆ **Fees:** Charges for the use of public lands, private locations, etc.
- ◆ **Complexity:** A complex script and/or project can mean extra hours on a project such as working with animals, kids, or even situations where specific natural occurrences such as clear days or certain weather conditions may be required
- ◆ **Organization:** A disorganized project can cost twice as much as one that's well designed and formulated, no matter how simple the story-line may appear to be. Organization is the biggest potential money-saver in any video project

FREQUENTLY ASKED QUESTIONS ABOUT VIDEO PRODUCTION (continued)

HOW LONG SHOULD MY VIDEO BE?

It should be only as long as it needs to be to get your message across.

HOW IS A VIDEO PRODUCTION BUDGET DEVELOPED?

The best way for us to determine a realistic budget for any video project is for us to sit down and work it out together. We will ask you to describe your ideal video by sending you a copy of our Video Services Pre-Production Planning Questionnaire. Most often times we are able to make creative suggestions and offer some possible trade-offs that will allow both the vision AND the budget to be realized.

HOW INVOLVED CAN I BE IN MAKING MY COMPANY'S VIDEO?

We suggest that you be very involved in the project. In past experience, the very best videos are a true collaboration. Together we will create a video that effectively meets the goals and expectation that you established within your budget.

HOW IS A VIDEO MADE?

The development of a video program can be broken into three stages:

- ◆ pre-production - the development and preparation stage
- ◆ production - shooting the footage
- ◆ post-production - editing the footage into a finished program

The key to a truly successful video production is the pre-production. The more attention paid to details at the very beginning of the process, the more thorough the video program is defined, designed and polished before the cameras even leave its case and the better the finished product will be.

WHAT DO I RECEIVE WHEN THE VIDEO PROJECT IS OVER?

A Quality Product that your company will be proud of! Our agreement usually calls for the delivery of one Video Master (), and one .wmv file ready to be streamed on the Internet. This will also be determined at the beginning of the video project.

WHAT IF I NEED ADDITIONAL COPIES OF THE VIDEO PROGRAM?

We can always provide you with as many copies as you need at a very reasonable cost.

Please feel free to contact us today if you have any further questions.

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