

	FULL VIDEO PRODUCTION SERVICES BY: Ra'ooof Saleem (773)580-1453 saleemll@comcast.net <small>MAKE ALL CHECKS PAYABLE TO: Ra'ooof Saleem</small> P.O. Box 201161 Chicago IL 60620-1161(773)580-1453 saleemll@comcast.net	
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FULL VIDEO PRODUCTION SERVICES RATE SHEET:

VIDEO PRODUCTION AND EDITING SERVICES

Corporate and Commercial Video Production	
Videography Full Day Rate <i>Up to 8 hours of setup and/or production.</i>	\$700.00 <i>per videographer</i>
Videography 1/2 Day Rate <i>Up to 4 hours of setup and/or production</i>	\$400.00 <i>per videographer</i>
Videography Hourly Rate	\$250.00/1st 2 hours \$75.00/hr. after 2 hours <i>per videographer</i>
Editing/Post Production	\$65.00/hr.

VIDEO AND AUDIO TRANSFER SERVICES

Video to CD/DVD Transfers and Duplication	
Consumer Formats to DVD <i>One DVD per original videotape (up to 3 hrs) regardless of length. Source footage from VHS, SVHS, 3/4", VHS-C, 8mm, Hi-8, Digital-8, and MiniDV. This is a "straight through" copy. There are no interactive menus but chapter markers are inserted every 5 minutes for easier navigation. Tapes longer than 3 hours will be split onto 2 or more DVDs and will be charged an extra \$5 per tape).</i>	\$9.95 <i>per original videotape</i> <i>Note: multiple short tapes can be combined onto a single DVD; however the above price will be charged for each original videotape regardless of length.</i>

Video to Hard Drive/FORMAT CONVERSION <i>Choice of AVI, Quicktime, MPEG-2 or WMV format. Files recorded directly in editable format to external USB hard drive (we can supply one or bring your own).</i>	\$0.25 / minute <i>1 hour (\$15) minimum.</i>
Interactive Menu Upgrade <i>Add chapters at specific points on the DVD after transfer and create interactive text menus.</i>	Add \$5.00 per chapter <i>(5 chapter minimum)</i>
Custom DVD Authoring <i>Includes custom menu creation and interactive links to program material. Custom video, graphics, and titles can be added.</i>	\$65.00 / hour
Custom Editing <i>Add titles, special effect transitions, voice-over, music, and more.</i>	\$65.00 / hour
Video CD (VCD) Creation <i>Up to 80 minutes of MPEG-1 video on a single 700MB disc. Playable in computers with video CD capable playback software. Also playable on some set-top DVD players (consult your user's manual).</i>	\$19.95 per CD
Custom Interactive CD Authoring <i>Includes custom graphics and integration of text, images, sound, and video mastered to an AutoRun CD.</i>	\$55.00 / hour

Picture/Slide to Video - Picture Slideshow Format Prices include custom synchronization to music, opening and closing titles, and one finished DVD copy. \$25 minimum on all orders.	
Photos	\$2.00 each
Digital Photos	\$1.50 each
Additional Title Graphics	\$4.95 each
Caption Insertion	\$2.95 each
DVD Menu Upgrade <i>Add chapters and interactive text menus.</i>	\$5.00 per chapter <i>(5 chapter minimum)</i>

Multimedia Conversion and Web Streaming	
<p>Audio/Video Conversion to Windows Media, RealVideo, Quicktime, AVI, or MPEG (now including iPOD Video Compatible files)</p> <p><i>Video source footage from VHS, SVHS, 3/4", VHS-C, 8mm, Hi-8, Digital-8, MiniDV, and DVD. Audio source from cassette, LP,. Delivered as a data file on CD-ROM. Variable images sizes and data rates available.</i></p>	<p>\$.25 <i>per minute of running time for each media type and data rate (\$20 minimum charge).</i></p>

Foreign Conversion	
<p>Foreign VHS to NTSC (U.S.) <i>PAL or SECAM formatted tapes transferred to new NTSC VHS tape or DVD.</i></p>	<p>\$24.95</p>
<p>NTSC (U.S.) to Foreign VHS <i>NTSC VHS tape or DVD transferred to new PAL or SECAM VHS tape.</i></p>	<p>\$24.95</p>
<p>Foreign DVD Conversion <i>NTSC to PAL or PAL to NTSC DVD conversion. (Video program conversion only; menus will not be included)</i></p>	<p>\$29.95</p>

DVD, CD, and VHS DUPLICATION SERVICES

DVD Duplication		
4.7GB DVD-R with B&W or color text printed surface in clear CD jewel case or paper sleeve. Add \$.20 per unit for single or double DVD case. Source from non-copy-protected DVD master disc.		
	<i># of Copies</i>	<i>Price Each</i>
	1	\$5.00
	2-25	\$4.50

	26-50	\$4.00
	51-100	\$3.50
	100-250	\$3.00
	250-500	\$2.50

CD Duplication 700MB CD-R or 150MB miniCD-R with text printed surface in clear CD jewel case or paper sleeve. Source from non-copy-protected CD master disc.		
	1	\$4.00
	2-25	\$3.50
	26-50	\$3.00
	51-100	\$2.50
	100-250	\$2.25
	250-500	\$2.00

Additional Disc and Tape Printing and Packaging Options	
Clear VHS Album Case	\$.75 extra per unit
Color Graphic Printing for VHS Labels	\$15.00 setup fee and \$0.20 per unit <i>(setup fee waived if print-ready artwork file is provided)</i>
Color Graphic Printing for CD/DVD Labels	\$20.00 setup fee and \$0.40 per unit

	<i>(setup fee waived if print-ready artwork file is provided)</i>
Color Graphic Creation for VHS, CD, and DVD Cases	\$25.00 setup fee and \$0.60 per unit <i>(setup fee waived if print-ready artwork file is provided)</i>
Disc Printing Only Service <i>Logos, text, or graphics printed onto blank recordable CD-R or DVD+/-R</i>	\$0.50 per disc <i>(\$20 minimum. Contact us for large quantity discounts)</i>

TYPES OF SERVICES

1. **Television/Internet Programming:** Original Programming, Commercials, Infomercial Marketing, Advertising, Real Estate Property Tours, Web streaming Video, Pod casting, Flash Video

Television Commercial Production and Advertising for your Business

Why not advertise your business on local television and radio? It's a dynamic way to attract new customers! And more sales means greater prosperity!

If a picture says a thousand words, then a thirty second commercial says thousands of pictures at thirty frames a second. An image in motion creates momentum. Sight. Sound. Color. Motion. Television visually conveys your product or service, enhances your public image and is the most powerful form of communication with prospective customers.

From conception to broadcast we take a blank canvas and with the right paint and perfect brush strokes create your masterpiece. In case you are not completely familiar with the production process this overview will help define our concept to broadcast philosophy.

Preproduction:

We start with your thoughts and ideas. We discuss what you want to say and the best way to say it. We refine rough ideas into solid concepts. We clarify your vision into an effective spot. These concepts are the basis for the shooting script.

The script will state all the critical details for the upcoming shoot. Audio as well as video elements are included.

Next come the story boards so you can see a comic book type visualization of the script. Any major changes are made now, and the script and storyboards redone. This saves time, money, and headaches.

"Once the storyboards are finished it's as good as in the can." said the great film

director Alfred Hitchcock. With all the details planned out we are finally ready for production.

Production:

It's production day, the day the lights turn on, the cameras roll, and the action happens! Raw images are captured just as they are described in the script and storyboards.

Everything runs smoothly because of good preproduction.

Post production:

The rough footage is edited into sequence. The soundtrack and voice over are mixed, and the graphics applied.

The finished product is the master. Copies for distribution will be made from this master.

TV/INTERNET Programming Elements include:

- Pre-production meeting with client
 - * Script - Written from your literature or by our team of professional writers
 - * Storyboard - to match shooting script
 - * Broadcast Quality, Digital Television Camera - NTSC
 - * Professional Microphones
 - * Professional Lighting - for a quality look
 - * Editing - Digital Non-linear editing with FX
 - * Graphics - Many Text Fonts with FX
 - * Camera Ready Art Work - Supplied by Client
 - * Voice-over Announcer
 - * CD Quality Background Music
 - * Digital Streaming (FORMAT OF CHOICE)Video for internet use.
- Green/Blue Screen Available
- Virtual Sets Available

Extra Charges for Additional Services:

- * Set construction
- * Props and Special Effects
- * Location (some locations charge a fee to use)
- * Talent
- * Voice Over Announcer
- * Music Royalties
- * Travel Cost \$100 per diem if outside of southern California

Air Time - rates vary from city to city depending on demographics and ratings,

Commercial /Infomercial Packages

Option 1: Basic \$500

This package includes:

- Custom written script by our creative team
- Simple Static Graphics (No Animation}
- Single Camera at clients Location if Necessary
- Client Provides Video Footage to be included
- Your business information, including logo, phone number, etc.
- Mastered to Format of Choice

Option 2: Basic Plus

Custom Stock Footage Spot \$950

Great visuals with a great concept for a call to action, that's the key to an effective TV commercial. This is the most cost-effective way to produce a highend TV spot

This package includes: □

- Custom written script by our creative team
- Use of stock footage from our library of 500,000 clips
- Option to include your own footage and/or photographs
- Two Camera at clients Location if Necessary
- Complete editing and production of finished spot
- Music and voice over
- Your business information, including logo, phone number, etc.
- Mastered to Format of Choice

Option 3: Basic Animation

Animation with Text and Graphics \$1,000

Sometimes, what you need to say on your TV commercial, would be more clear with words and graphics. That's why we created a basic animation package, where we can use words and visuals to get your message across.

This package includes:

- Custom written script by our creative team
- Simple text and graphic animation

- Use of stock footage from our library of 500,000 clips
- Option to include your own footage and/or photographs
- Two Camera at clients Location if Necessary
- Complete editing and production of finished spot
- Music and voice over
- Your business information, including logo, phone number, etc.
- Mastered to Format of Choice

Option 4: Live Spokesperson

Live Spokesperson + Custom Stock Footage \$1,500

You can tell your story and advertise your business at the same time with the help of a live spokesperson. A spokesperson adds trustworthiness to your image, and helps you relate your message to your audience in a professional and very effective manner.

This package includes:

- Custom written script by our creative team
- Two Camera at clients Location if Necessary
- Live actor or actress
- Complete editing and production of finished spot
- Professional Mic.s
- Professional Lighting Set up
- Music and voice over
- Your business information, including logo, phone number, etc.
- Mastered to Format of Choice

Option 5:

Stock Footage + Local Footage \$2,500

If you want to show who you are along with high-end visuals, this is the perfect option for you. We send our own production crew to shoot you and your facility, we'll mix your own footage with footage from our extensive library to create a national level TV ad.

This package includes:

- Custom written script by our creative team
- 3 Cameras With Operators
- ON LOCATION CREW (LIGHTING TECH, AUDIO TECH, PA)
- Simple text and graphic animation
- We send a production crew to shoot you and your facility
- Use of stock footage from our library of 500,000 clips
- Complete editing and production of finished spot
- Music and voice over

- Your business information, including logo, phone number, etc.
- Pre-production meeting with client
 - * Script - Written from your literature
 - * Storyboard - to match shooting script
 - * One Broadcast Quality, Digital Television Camera - NTSC
 - * Professional Microphones
 - * Professional Lighting - for a quality look
 - * Editing - Digital Non-linear editing with FX
 - * Graphics - Many Text Fonts with FX
 - * Camera Ready Art Work
 - * Voice-over Announcer
- Green/Blue Screen Available
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- Virtual Sets Available
 - * CD Quality Background Music
 - * Digital Streaming (FORMAT OF CHOICE)Video for internet use.

2. **Corporate:/Training:** Product Demonstrations, Infrastructure training, Industrial Video, Annual reports, Real Estate Tours, Sales Presentations, Industrial Video How To Video's, Martial Arts Training, Employee Training, Safety Training...

Corporate:/Training: Packages

Corporate:/Training Package 1: \$500.00

Same as Option 1: Basic + **25 DVD copies** with case, color disc print, and color case insert provided.

Corporate:/Training Package 2 \$1000.00

Same as *Option 3: Basic Animation Animation with Text and Graphics* + **25 DVD copies** with case, color disc print, and color case insert provided.

Corporate:/Training Package 3 \$1500.00

Same as Option 4: Live Spokesperson + Custom Stock Footage \$1,500 + **50 DVD copies** with case, color disc print, and color case insert provided.

Corporate:/Training Package 4 \$2500.00

Same as Option 5: Stock Footage + Local Footage + **100 DVD copies** with case, color disc print, and color case insert provided.

3. **Live Events:** Concerts, Comedy Shows, Plays, Seminars, Runway Shows, Church,..

Music Video / Live Performance Rates

MTV Style Video <i>Full-day (8 hours) film-style single-camera production of story elements combined with lip-synced performances. Includes 3-person crew, full editing, and insertion of studio soundtrack.</i>	\$1,995.00
Single Camera Concert Video - Entire Performance <i>Live coverage of club or other gig performance using smooth "on-air" video zooms and pans combined with group wide shots. Includes 2-channel sound recording (board feed / ambient mic), basic editing and sound mixing/sweetening.</i>	\$495.00
Mutli-Camera Concert Video <i>2 hours of live coverage of club or other gig performance using two or more cameras. Includes 4 or more tracks of audio recorded and mixed in post production and creative video editing.</i>	\$795.00 2-Camera \$1,195.00 3-Camera

Performing Arts / Live Events	
Videography and Editing <i>Includes setup, up to 2 hours of event coverage, editing, and DVD menu creation</i>	\$400.00
Interactive DVD Copies with Deluxe Cases and Disc Printing	\$10.00 each
VHS Copies with Text Printed Label	\$10.00 each

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