

National TV Spots



NTVS - Creative Development Group - TV Commercial Production Rate Card

NTVS CLIENT INCLUDED SERVICES PACKAGE

NTVS Production Rates are Discounted for NTVS Clients who Purchase Media

of items

Description:

- 1 :30 Minute Initial Creative Consultation by phone with Executive Producer Assigned to Your Production to discuss concept, plan of action, materials needed and to ascertain goals, script overview and creative concept.
- 1 Refinement and formalization of your supplied script or script outline for time and content for your approval
- 1 Unlimited email consultation throughout.
- 1 15-30 Minute Creative Consultation after each draft version submitted for your approval to discuss approval sign off, edits, and rendering to broadcast version. Upon Client Approval, Commercial can be submitted to Networks/Platforms for Standards and Practices (S&P) approval and final schedule worked out with NTVS Traffic Department.

The Creative Development Group at NTVS is responsible for all services in the "Creative" realm of your campaign. Some of the services we provide in addition to Creative and Cutting Edge TV and Radio Spot Production are:

Website Design

Database Design and Programming

Content Management Systems for your Website

Creative Graphic Design

Flash Banner and Ad Design

Email Template Design

Logo Design

Press Release Composition

Website Spokesperson Integration

Pay Per Click Campaigns

Online Video Marketing

Signage and Print Ad Design

We also offer a limited number of complete Internet Marketing and Social Networking Campaigns to compliment your TV Advertising Campaign.

Our management fees for full services is 15% of your spendable budget. Twitter, Facebook, etc. Online Video Marketing, Pay Per Click campaigns and the like. We can only provide a limited number of these time intensive campaigns for select Clients. If interested, please let your Consultant know.

Professional Digital Edit of Your Existing Commercial Package

NTVS PACKAGE #1

#110750

OVERVIEW: We will take your existing commercial, provided to us in editable format, and update it with new Voice Over and change text and graphics to fit your present campaign. This is a digitally mixed production of high quality using existing footage you provide.

# of items	Description:
1	NTVS CLIENT INCLUDED SERVICES
1	Voice Over Artist and Studio Time
1	Stock Images (up to 5) more quoted as needed.
1	Text and Text Effects
1	NTVS Library Stock Background Music
1	Scene transitions and image/text transitions
1	Rendering to Broadcast Quality Versions
1	Rendering to QuickTime File of Commercial in hi resolution to Client via FTP Download

PRICE: \$3,200
 NTVS Discount: \$1,700 → YOUR COST **\$1,500**



Professional Digital Commercial Package

NTVS PACKAGE #2

#111450

OVERVIEW: This Standard Definition :30 Second TV Commercial Spot is your basic "Direct Response" digital commercial and is a mix of digital stock video and images, product shots or sample we can shoot that you provide, Voice Over & Background Music. There are no actors or locations in this package. It is a digitally mixed production of high quality.

# of items	Description:
1	NTVS CLIENT INCLUDED SERVICES
1	Voice Over Artist and Studio Time
1	1 Major Revision and 1 Minor Revision (Major includes VO, images, clips, etc. Minor includes Text & Transitions)
1	Stock Images (up to 5) more quoted as needed.
1	Text and Text Effects
1	NTVS Library Stock Background Music
1	Scene transitions and image/text transitions
1	Rendering to Broadcast Quality Versions
1	Rendering to QuickTime File of Commercial in hi resolution to Client via FTP Download

PRICE: \$4,880
 NTVS Discount: \$2,000 → YOUR COST **\$2,880**

Production Quality Upgrade* (Definition and Details at Doc End)
 #111000 "High Def" Production: Add: 1,500



CREATIVE DEVELOPMENT GROUP

Amazing Savings!

:30 Second Digital Direct Response (DR) Spot

NOW ONLY

\$2,880

For NTVS CLIENTS!

:60 Second Digital DR Spot Just \$3,500

Professional Endorsement/Testimonial Commercial Package **NTVS PACKAGE #3** **#112800**

OVERVIEW: This Standard Definition :30 Second TV Commercial Spot consists of one (1) actor chosen from the NTVS Talent Pool. Of course you get to approve headshot. This actor will be giving testimonial seated or standing in front of an all white or all black background and filmed in our studios. This type of commercial lends itself well to text and PIP graphics and/or images. supporting the scripted testimonial the actor or actress is orating via teleprompter.

<u># of items</u>	<u>Description:</u>
1	NTVS CLIENT INCLUDED SERVICES
1	Production Studio Time and Production Crew
1	Actor or Actress from NTVS Talent Pool Hair/Makeup
2	Text Graphic and/or Music Changes
1	Teleprompter and Controller
1	NTVS Library Stock Background Music
1	Scene transitions and image/text transitions
1	Rendering to Broadcast Quality Versions
1	Rendering to QuickTime File of Commercial in hi resolution to Client via FTP Download

PRICE:	\$8,500	YOUR COST
NTVS Discount:	\$4,000	\$4,500

:60 second spot - Add \$1,200

<u>Production Quality Upgrades* (Definitions and Details at Doc End)</u>	
#111000 "High Def" Production:	Add: \$1,500
#111600 "Film Look" Production:	Add: \$2,000
#112000 "Cinematic" Production:	Add: \$2,500

Additional Actor - Add \$1,500 - :60 second Spot Add \$1,800

OVERVIEW: This Standard Definition :30 Second TV Commercial Spot consists of up to (2) actors chosen from the NTVS Talent Pool. Of course you get to approve headshot. This actor will be giving testimonial seated or standing in front of an all white or all black background and filmed in our studios. This type of commercial lends itself well to text and PIP graphics and/or images if done in Green Screen. supporting the scripted testimonial the actor or actress is orating via teleprompter.

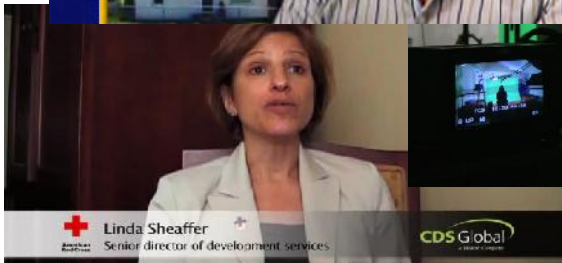
Professional Scripting / 2 Actors / Low Price!

# of items	Description:	PRICE:	YOUR COST
1	NTVS CLIENT INCLUDED SERVICES	\$9,400	\$5,900
1	Production Studio Time and Production Crew	NTVS Discount: \$3,500	
1	Green Screen Keying and Background		
1	Actor or Actress from NTVS Talent Pool Hair/Makeup		:60 second spot - Add \$1,200
2	Text Graphic and/or Music Changes		
1	Teleprompter and Controller		
1	NTVS Library Stock Background Music		
1	Scene transitions and image/text transitions		
1	Rendering to Broadcast Quality Versions		
1	Rendering to QuickTime File of Commercial in hi resolution to Client via FTP Download		

Production Quality Upgrades* (Definitions and Details at Doc End)

- #111000 "High Def" Production: Add: \$1,500
- #111600 "Film Look" Production: Add: \$2,000
- #112000 "Cinematic" Production: Add: \$2,500

Additional Actor - Add \$1,500
 :60 Second Spot - Add \$1,800



GREEN SCREEN/WHITE SCREEN/BLACK SCREEN

It works for Microsoft

OVERVIEW: This standard definition commercial consists of an actor from the NTVS Talent Pool discussing and/or demonstrating the product at a location relevant to your product and theme for the commercial. Product shots and/or in studio shot product demonstrations (or footage provided by you) will be incorporated with on-camera testimonial and voice over.

# of items	Description:	PRICE: \$18,000	YOUR COST
1	NTVS CLIENT INCLUDED SERVICES	NTVS Discount: \$9,500	\$8,500
2	Camera Crews and Travel		
2	1 Major Revision and 1 Minor Revision (Major includes VO, images, clips, etc. Minor includes Text & Transitions)		
1	Actor or Actress from NTVS Talent Pool Hair/Makeup		
1	Stock Footage Video and Images (up to 5)		
1	Text and Text Effects		
1	NTVS Library Stock Background Music		
1	Scene transitions and image/text transitions		
1	Location Fees within 50 miles of Boston		
1	Rendering to Broadcast Quality Versions		:60 Sec Add: \$1,500
1	Rendering to QuickTime File of Commercial in hi resolution to Client via FTP Download		

Production Quality Upgrades* (Definitions and Details at Doc End)	
#111000 "High Def" Production:	Add: \$1,500
#111600 "Film Look" Production:	Add: \$2,000
#112000 "Cinematic" Production:	Add: \$2,500

Additional locations: \$2,500 (inside and outside of same location count as 1 location)
 Additional Actors: \$1,500 (speaking parts)
 Extras (no lines) \$750 (each for first 5 - 6+ \$500 each)



In a Restaurant, Car or Bar. On the Street, on your feet, we'll make your ad really sweet!

TOP OF THE LINE Hi Definition Package - Comprehensive Soup to Nuts Premium Production NTVS Package #6 #1110000

OVERVIEW: This High Definition Package is shot using the best equipment and the most comprehensive process with a proven track record of high impact, high conversion, highly talked about (we try for viral) TV commercial results! All the benefits of a high end creative agency with your NTVS CLIENT DISCOUNT applied! This is definitely the cat's meow of Production.

<u># of items</u>	<u>Description:</u>			
1	NTVS CLIENT INCLUDED SERVICES			
1	Advertising Campaign Report for long term branding overview and suggestions for viral marketing strategies			
2	Full Casting Call for 2 actors for Client Approval. Recorded voice over talent selections for Client Approval.			
1	Location			
2	Stock Footage if requested or needed			
1	Stylized color correction and effects where appropriate	PRICE: \$18,000		YOUR COST
1	HD Video Production and edits	NTVS Discount: \$10,000	→	\$14,000
1	Location			
5	Full Draft Revision Rounds			
1	Hair and Makeup Artist			
1	Rendering in Broadcast quality formats as needed for campaign			
1	Rendering to QuickTime File of Commercial in hi resolution to Client via FTP Download			

Additional Actors, SAG Processing, Additional Locations, Additional Equipment, Studio Rental, Travel, etc. are quoted on an "As Needed" basis if technical or personnel requirements to bring your commercial concept to life isn't covered in these packages.

TOP OF THE LINE Hi Definition PREMIUM Package NTVS Package #7 #1125000

OVERVIEW: This Hi Definition Package includes all the services in the above package #1110000 as well as:

<u># of items</u>	<u>Description:</u>			
1	Market Research Surveys or Focus Group to help determine the most successful concept			
1	Casting Calls and Selection of Union Actors			
12	Up to 4 Primary Actors and 8 Background Extras			
3	Up to 3 Locations and 2 day Studio Rental	PRICE: \$60,000		YOUR COST
1	Union (SAG) Processing	NTVS Discount: \$25,000	→	\$35,000
1	Choice of HD or HD "Film Look" Production			
1	Set of Hi Res product photography in studio			

Additional Actors, SAG Processing, Additional Locations, Additional Equipment, Studio Rental, Travel, etc. are quoted on an "As Needed" basis if technical or personnel requirements to bring your commercial concept to life isn't covered in these packages.

Production Quality Definitions

HIGH DEFINITION (HD) PRODUCTION

Add: \$1,500

Produced in DVCproHD 1080i 16:9

#111000H

Standard Definition video is a square box and lacks good detail! Make Your Production SHINE with Hi Definition Shoot and Edit!

Note that Standard Definition spots will run on SD channels on cable platforms. HD production will run on both SD and HD Networks on the same platform. Stats are that 17% of subs watch HD exclusively.

FILM LOOK (FL) PRODUCTION

Add: \$2,000

Produced in Full HD 1080p 16:9

#111500F

This is also an HD production but shot with the Canon 5DmkII which is a remarkable HD Camera that is almost the quality of Red Cam Production and does give your commercial a depth and quality not attainable with SD or Standard HD equipment or crew.

CINEMATIC RED CAM (RC) PRODUCTION

Add: \$2,500

More detail than film!

#112000R

Footage Shot on the RED Camera resembles 35mm film, making your commercial look like a true big-budget Hollywood Production.

This upgrade includes camera rental, additional personnel, gear and special processing .

Check out <http://www.red.com/experience>

To see what Big Red can do! DEMO!



What equipment you use greatly impacts the quality of your Commercial. Much depends on product and location and Media Placement
You can order the SD Packages for initial contract and agreement purposes and if you decide to upgrade after consult, that is fine.

A la Carte Services		(Note that packages may contain some of these items, so don't order twice if you don't need to!)	
Additional Voice Over: Studio, Artist and 1 revision if needed.	Your Cost reflects a 30%+ Discount!	#011250	
	YOUR COST: \$325		
Hair and Makeup Artist: Will do hair and makeup for up to 5 actors.		#011600	
	YOUR COST: \$750		
Dolly or Kessler Crane Motion Shots and Operator For those shots that just can't be done any other way... EXCITEMENT!		#111100	
	YOUR COST: \$1,250		
Additional Studio Rental Days Should you require more complex shoots that extend beyond on 12 hour day		#011675	
	YOUR COST: \$750		
Casting Session (Generally done over a 2 week period to allow for max participation) Choose Your Cast! We will hold & film casting sessions and give you best to review		#112100	
	YOUR COST: \$2,750		
Market Research and Focus Groups We convene focus groups or create surveys to help determine viability of concept		#112500	
	YOUR COST: \$2,500		
Product shots for Print Ads, Posters, Banners, Signage Hi Res 22 megapixel professionally staged product shots for use in any of your marketing		#011400	
	YOUR COST: \$500		
Product Video Clips for use in commercials, online web videos, etc. Hi Res video clips professionally staged for use in any of your marketing		#011650	
	YOUR COST: \$750		

Notes on the Production Process and how it effects your Campaign.

Thank You for Choosing National TV Spots, Inc.

If we are producing your TV Commercial, please note the processes and timelines below. If you already have a commercial, ignore items #1-3, but note that #4 and #5 apply. While production is being done, any other Convergence Marketing assets will be set and ready to begin on your Campaign Start Date.

1. You have initial consultation with Producer assigned to your TV Spot Production. Script is finalized and signed off on.
2. NTVS supplies actors from its talent pool. Client must approve actors in advance. NTVS Actor Pool does not include A-B-C list or Celebrities.
3. NTVS can negotiate for A-B-C list or Celebrity actors for an additional fee of cost plus 15%.
4. Commercial is submitted to the Platforms and Networks for Standards and Practices review and approval. (2 days average)
5. Commercial is approved and NTVS Traffic Department works with you to finalize the schedule and start date. Generally, Commercial can start airing anywhere from 3-10 days later, depending on the network and/or platform you are running on and when they close their logs for insertion. Final Schedule must be approved and signed off by you before NTVS places any spots.
6. Note that any edits Client requests post sign off of initial commercial requires a separate sign off and Standards and Practices Review. Start date is affected as each edit brings you back to step #3. Thank you for your professionalism regarding these matters.
7. Productions not purchasing media do not receive benefit of NTVS discount.

Effective: 3-1-11