

## Video Packages

	\$750.00	\$1400.00	\$2000.00
<b>Pre-Production / Planning / Meetings</b>	Planning call	Planning call or meeting in person	Planning call and meeting in person
<b>Length of Video</b>  Note: if you are intending to apply for a Video Advertising partnership (in addition to Video Development), you will need to develop a video of 60 seconds or shorter	1-2 min	1-2 min + 1 x 30 sec OR 2 x 15 sec*	1-3 min + 1 x 30 sec OR 2 x 15 sec*
<b>Shot List Creation</b>	Yes	Yes	Yes
<b>Story Boarding / Scripting</b>	No	Yes as option (but forfeit one day production/shooting so 1.5 days shooting)	Yes
<b>Production / Shooting</b>	1 Day	2.5 Days	3 Days
<b>Number of Filming Locations</b>	1	3	3
<b>Text / Graphics</b>	Yes	Yes	Yes
<b>Audio / Music** / Voice over***</b>	Music	Music Voiceover as option (but forfeit one day production/shooting so 1.5 days shooting)	Music and Voice over
<b>Rounds of Revisions on edit</b>	2	2	2
<b>Thumbnails</b> (the image that is on the video on YouTube before it starts to play)	No	No	Yes
<b>Appropriate Video Styles</b> (see style numbers in application)	1, 3	1,2,3	1,2,3,4
* created from same footage as longer video; these videos are used for Instagram or YouTube pre-roll and are most suitable for paid advertising purposes			
**Music licensing included			
***Voiceover files include closed captioning file			

*Note: this chart is provided as a guideline – there is some flexibility within packages, which will be determined jointly with the partner on a case-by-case basis*