

Video Packages

| | \$750.00 | \$1400.00 | \$2000.00 |
|--|---------------|---|--|
| Pre-Production / Planning / Meetings | Planning call | Planning call or meeting in person | Planning call and meeting in person |
| Length of Video <i>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</i> | 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* |
| Shot List Creation | Yes | Yes | Yes |
| Story Boarding / Scripting | No | Yes as option (but forfeit one day production/shooting so 1.5 days shooting) | Yes |
| Production / Shooting | 1 Day | 2.5 Days | 3 Days |
| Number of Filming Locations | 1 | 3 | 3 |
| Text / Graphics | Yes | Yes | Yes |
| Audio / Music** / Voice over*** | Music | Music Voiceover as option (but forfeit one day production/shooting so 1.5 days shooting) | Music and Voice over |
| Rounds of Revisions on edit | 2 | 2 | 2 |
| Thumbnails (the image that is on the video on YouTube before it starts to play) | No | No | Yes |
| Appropriate Video Styles (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