

Packages

Basic :30 second TV Commercial

- A graphics and “stills” commercial with in house audio and in house video or digital photos provided by the client.

\$75

Standard :30 second TV Commercial

- 1 to 2 hours shoot at a single location.
- 2 to 3 hours of editing using standard in house audio with music bed.

\$500 or (2 for \$750)

Deluxe :30 second TV Commercial

- Includes options of chroma key, backgrounds, product shots, multiple mics, multiple camera, large groups, tear down and set up for multiple locations, and custom audio.

**QUOTE
(Hourly Rates Apply)**

Hourly Rates

Editing:**\$100** Shooting:**\$150** Scripting:**\$75**

* Standard scripting included in Basic, Standard.

** :60 second commercials 150% of :30

*** :15 second commercials 75% of :30

Standard A La Carte Services

- C.G. Tag - \$25
- Video Tag (pictures, billboard, video) - \$50
- Basic in house Audio Tag - \$25
- Custom Audio Tag - \$50 and up
- Standard Logo, CG and in house Audio - \$50

Capabilities

Sometimes the objective of a project or campaign is more involved. When our standard in-house package doesn't quite meet that objective we will prepare a customized quote, this may include other production companies, actors, custom voice-over's, custom music beds and jingles, multiple locations, in studio, specialized equipment, aerial shots, motion shots, etc.

**By Quote
(Hourly Rates Apply)**

Commercials shot in HD



Let's Get Started

- Do you already have a concept in mind for a commercial? Yes/No

ICAN would like to know more about your concept, so please explain:

Client Questionnaire for Producing an Ad

- What is the Primary goal of the Advertisement?
 - Brand Awareness? (“Branding”)
 - Traffic? - Price Point?
 - Special Event? - Other?
- Who is the target audience? (check all that apply)

Men Age18+___ 25-35___ 35-54___ 54+___

Women Age18+___ 25-35___ 35-54___ 54+___

Adults Age18+___ 25-35___ 35-54___ 54+___

Other _____