



## BUSINESS PRICING GUIDE

From strategy to final cut, let us help transform your brand.

### Coverage Packages

PACKAGE	ESSENTIALS	ELITE	ALL-INCLUSIVE
<b>BEST FOR</b>	Single subject	Multiple subjects	Comprehensive Projects
<b>PERSONNEL</b>	Dir. Photography Production Assistant	Dir. Photography Production Assistant	Dir. Photography Production Assistant Camera Operator Sound Technician
<b>PRODUCTION DAYS</b>	1 Day Shoot 2 Days Edit	1 Day Shoot 3 Day Edit	2 Day Shoot 4 Day Edit
<b>EQUIPMENT</b>	2 Camera Kit, Basic Audio Kit, 1 Person Lighting Kit	3 Camera Kit, Full Audio Kit, 2 Person Lighting Kit	3 Camera Kit, Full Audio Kit, 2 Person Lighting Kit
<b>DELIVERABLES</b>	2 Min Final Video Basic Titles Video Thumbnail	5 Min of Final Video Motion Infographics 2 Social media clips	10 Min of Final Video Motion Infographics 5 social media clips
<b>RATE</b>	\$4,500	\$5,700	\$8,500

### All Packages Include

- **Pre-Production Consultation:** Align vision and objectives before shooting to ensure smooth execution.
- **Content Blend:** Tailored mix of B-roll and interviews, including product showcases, staged footage, event coverage, and conversational A-roll, as per project requirements.
- **Sound Design:** Includes SFX, music, and EQing levels for optimal audio clarity.
- **Immediate Cloud Access:** Deliverables available immediately upon completion via a secure cloud link, accessible for 30 days.
- **Backup Storage:** All project files are securely backed up for six months post-delivery.

### Additional Requests

- **Captions:** Enhance accessibility and engagement with optional captions.
- **Revisions:** Flexible to match project scope. Minor edits included; significant changes may result in additional costs.

### Additional Services

Strategy & Planning	Post-Production	SEO Optimization
<b>\$70/hr</b> Navigate your marketing landscape with precision.	<b>\$85/hr</b> Elevate your content with expert editing and color grading.	<b>\$70/hr</b> Boost visibility with targeted SEO strategies.

All rates listed are valid as of Aug. 2024, and are subject to change based on project specifics. For a detailed quote tailored to your project, please contact us directly at

[Nate@ThisIsVisual.net](mailto:Nate@ThisIsVisual.net)