



**National Media Spots**

**PH: 888-579-8088**

**[media@nationalmediaspots.com](mailto:media@nationalmediaspots.com)**

**[www.nationalmediaspots.com](http://www.nationalmediaspots.com)**

## **NATIONAL MEDIA SPOTS PRODUCTION RATE CARD**

Let the experts at National Media Spots help guide you through the process of developing a commercial that will get you the best results for your needs! Our objective is to bring to life your vision and help you achieve success! Our team is experienced, professional and knowledgeable to help you attain the results you are looking for.

**National Media Spots Production Rates are discounted for NMS Clients who purchase media! Talk to your NMS consultant today to see how we can create a package of media and production that will maximize your company's needs!**

The Production Department at NMS 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, Radio and Digital spot production are:

- \* Website Design
- \* Flash Banner and Ad Design
- \* Website Spokesperson Integration
- \* Content Management Systems for your Website
- \* Online Video Marketing
- \* Press Release Composition
- \* Print Ad Design
- \* Database Design and Programming
- \* Email Template Design
- \* Pay Per Click Campaigns
- \* Logo Design
- \* Creative Graphic Design
- \* Signage

**If you are interested in any of these services please contact your NMS consultant for a custom quote!**



## PRODUCTION PACKAGES

*(Rates based on 30 seconds spots. 15 or 60 second spots must be custom quoted.)*

**Production Package #1 - Re-Edit** - We will take your existing commercial, provided to us in editable format, and re-edit the spot with new text, logos, graphics, voiceover and/or music in high definition to fit your present campaign. (ITEM #500-1100)

*(Custom Quote will be provided based on assets provided and based on costs for stock, graphics, etc.)*

**Items Included –**

- \* Voiceover Artist & Studio Time
- \* Stock Images (Up To 5)
- \* Text & Text Effects
- \* NMS Library Stock Background Music
- \* Scene Transitions & Image/Text Transitions
- \* Rendering To Broadcast Quality Versions
- \* Rendering To QuickTime File for Client via FTP Download

Package #1 Retail Cost =	\$1,080-\$2,025
NMS Media Purchase Discount =	\$280-\$525
<b>YOUR COST =</b>	<b>\$800-\$1,500</b>

**Production Package #2 - Basic Direct Response 1** - This commercial type is solely a mix of text, graphics, voiceover, and music in high definition. There are no actors or locations in this package. (ITEM #1500)

**Items Included –**

- \* Voiceover Artist & Studio Time
- \* 2 Revisions
- \* Text & Text Effects
- \* NMS Library Stock Background Music
- \* Scene Transitions & Image/Text Transitions
- \* Rendering To Broadcast Quality Versions
- \* Rendering To QuickTime File for Client via FTP Download

Package #2 Retail Cost =	\$3,375
NMS Media Purchase Discount =	\$875
<b>YOUR COST =</b>	<b>\$2,500</b>

**Production Package #3 - Basic Direct Response 2** - This commercial type is a mix of text graphics, voiceover, music as well as stock images and videos in high definition. There are no actors or locations in this package.

*(Custom Quote will be provided based on images and videos used.)* (ITEM #2500-3000)

**Items Included –**

- \* Voiceover Artist & Studio Time
- \* 2 Revisions
- \* Stock Images & Videos (Up To 5)
- \* Text & Text Effects
- \* NMS Library Stock Background Music
- \* Scene Transitions & Image/Text Transitions
- \* Rendering To Broadcast Quality Versions
- \* Rendering To QuickTime File for Client via FTP Download

Package #3 Retail Cost =	\$4,550-\$4,725
NMS Media Purchase Discount =	\$1,050-\$1,225
<b>YOUR COST =</b>	<b>\$3,000-\$3,500</b>

**Production Package #4 - Endorsement/Testimonial** - This high definition commercial consists of one actor chosen from the NMS Talent Pool with approval of headshot by the client. The actor will be giving a testimonial seated or standing in front of an all white, all black, or green screen background and filmed in our studio. This type of commercial provides a human touch and a level of authenticity. (ITEM #3000-3600)  
*(Custom Quote provided based on motion graphics, opening/end slate.)*

**Items Included –**

- \* Production Studio Time & Production Crew
- \* Actor/Actress from NMS Talent Pool – Hair & Makeup
- \* Text/Graphic & Music Changes
- \* Teleprompter & Controller
- \* NMS Library Stock Background Music
- \* Scene Transitions & Image/Text Transitions
- \* Stock Images & Videos If Needed (Up To 5)
- \* Rendering To Broadcast Quality Versions
- \* Rendering To QuickTime File for Client via FTP Download

<b>Package #4 Retail Cost =</b>	<b>\$5,400-\$7,830</b>
<b>NMS Media Purchase Discount =</b>	<b>\$1,400-\$2,030</b>
<b><u>YOUR COST =</u></b>	<b>\$4,000-\$5,800</b>

**Additions to this package include:**

- Casting Sessions = \$780/session** (ITEM #6000A)
- Additional Actors = \$780/each** (ITEM #6000B)
- On-Location Shoot = \$1,560** (ITEM #1200)
- High End Hollywood Production = \$1,950** (ITEM #1500)

**Production Package #5 - Product Demonstration On-Location** - This high definition commercial consists of an actor from the NMS Talent Pool discussing and/or demonstrating your product or service on location (1 Day). Multiple shots will be filmed and a larger crew will be utilized. Product shots and/or in-studio shot product demonstrations (or footage provided by you) will be incorporated with on-camera footage and voice over. This is a more engaging style of commercial than the basic endorsement. (ITEM #6000)

**Items Included –**

- \* Production Studio Time & Production Crew
- \* Actor/Actress from NMS Talent Pool – Hair & Makeup
- \* Camera Crews & Travel
- \* Teleprompter & Controller
- \* 2 Text/Graphic & Music Changes
- \* NMS Library Stock Background Music
- \* Scene Transitions & Image/Text Transitions
- \* Stock Images & Videos If Needed (Up To 5)
- \* Rendering To Broadcast Quality Versions
- \* Rendering To QuickTime File for Client via FTP Download

<b>Package #5 Retail Cost =</b>	<b>\$12,150</b>
<b>NMS Media Purchase Discount =</b>	<b>\$3,150</b>
<b><u>YOUR COST =</u></b>	<b>\$9,000</b>

**Additions to this package include:**

- Casting Sessions = \$780/session** (ITEM #6000A)
- Additional Actors = \$780/each** (ITEM #6000B)
- On-Location Shoot = \$1,560** (ITEM #1200)
- High End Hollywood Production = \$1,950** (ITEM #1500)

**Production Package #6 - High-End Brand Story – Basic** - High-end brands utilize actors and tell a story! Achieve a competitive and effective ad campaign by having us craft a scenario that your viewers will identify with, enjoy, and remember. This is the most comprehensive process with a proven track record of high impact, high conversion, and highly talked about high definition TV commercial results. All the benefits of a high end creative agency with an NMS discount. This package includes scripting, 2 primary actors, 2 locations, makeup artist, stylized color correction. *(Custom Quote will be provided.)* (ITEM #10000)

**Items Included –**

- \* Production Studio Time & Production Crew to 2 Locations
- \* 2 Actor/Actress from NMS Talent Pool – Hair & Makeup
- \* Camera Crews & Travel
- \* Teleprompter & Controller
- \* 2 Text/Graphic & Music Changes
- \* NMS Library Stock Background Music
- \* Scene Transitions & Image/Text Transitions
- \* Stock Images & Videos If Needed (Up To 5)
- \* Rendering To Broadcast Quality Versions
- \* Rendering To QuickTime File for Client via FTP Download

<b>Package #6 Retail Cost =</b>	<b>\$18,900</b>
<b>NMS Media Purchase Discount =</b>	<b>\$4,900</b>
<b><u>YOUR COST =</u></b>	<b>\$14,000</b>

**Additions to this package include:**

- Casting Sessions = \$780/session** (ITEM #6000A)
- Additional Actors = \$780/each** (ITEM #6000B)
- On-Location Shoot = \$1,560** (ITEM #1200)
- High End Hollywood Production = \$1,950** (ITEM #1500)

**Production Package #7 - High-End Brand Story – Premium** - This is a complete premium package that includes everything in the High-End Brand Story Package #6 along with storyboards, up to 2 weeks of casting sessions, multiple locations, up to 6 actors, 2 days of filming with the full crew, custom motion graphics, and High End Hollywood Production. This package has it all! *(Custom Quote will be provided.)* (ITEM #20000)

**Items Included –**

- \* Production Studio Time & Production Crew to 3 Locations and 2 Day Studio Rental
- \* Up to 4 Actor/Actress from NMS Talent Pool – Hair & Makeup
- \* Up to 8 Background Extras
- \* Camera Crews & Travel
- \* Teleprompter & Controller
- \* 2 Text/Graphic & Music Changes
- \* NMS Library Stock Background Music
- \* Scene Transitions & Image/Text Transitions
- \* Stock Images & Videos If Needed (Up To 5)
- \* High End Hollywood Production
- \* Rendering To Broadcast Quality Versions
- \* Rendering To QuickTime File for Client via FTP Download

<b>Package #7 Retail Cost =</b>	<b>\$40,500</b>
<b>NMS Media Purchase Discount =</b>	<b>\$10,500</b>
<b><u>YOUR COST =</u></b>	<b>\$30,000</b>

## CORPORATE PRODUCTION PACKAGES

**Corporate Production Package #1 - Overview Video** - This is a 3-5 minute video overview of your company or product. These types of videos frequently include a mix of voiceover, interviews and demonstrations on location, “b-roll,” motion graphics, and music. Interviews may be conducted at our studio or at your business. *(Custom Quote will be provided based on assets available, travel, production days, etc.)* (ITEM #6000-12000)

Package #1 Retail Cost =	\$10,800-\$20,250
NMS Media Purchase Discount =	\$2,800-\$5,250
<b><u>YOUR COST =</u></b>	<b>\$8,000-\$15,000</b>

**Corporate Production Package #2 - Infographic Video** - Infographic videos are a great way to explain your product or service without needing to rely on any filming. Often energetic and fun, these dynamic videos use animated icons, texts, characters, and more to tell your story. *(Custom Quote will be provided.)* (ITEM #4000-6000)

Package #2 Retail Cost =	\$8,100-\$10,800
NMS Media Purchase Discount =	\$2,100-\$2,800
<b><u>YOUR COST =</u></b>	<b>\$6,000-\$8,000</b>

**Corporate Production Package #3 - Motion Graphic Video** - Instead of solely focusing on text and icon presentation, our motion graphic videos will showcase a custom design based around your company, service, product, or philosophy. From flying through space to maps and seafaring ships coming alive, our motion graphic videos are mini-movies that will captivate your audience. *(Custom Quote will be provided.)* (ITEM #6000-10000)

Package #3 Retail Cost =	\$10,800-\$16,200
NMS Media Purchase Discount =	\$2,800-\$4,200
<b><u>YOUR COST =</u></b>	<b>\$8,000-\$12,000</b>

**Corporate Production Package #4 - Website or Online Service Demonstration - “Online Product Tutorial”** - We will create a video walkthrough of your website or online service. Video capture of your site will be mixed with voiceover and, if appropriate, music. We will “zoom in” to highlight key features. *(Custom Quote will be provided.)* (ITEM #4000)

Package #4 Retail Cost =	\$8,100
NMS Media Purchase Discount =	\$2,100
<b><u>YOUR COST =</u></b>	<b>\$6,000</b>

**Corporate Production Package #5 - Website Demonstration - “Online Product Demo”** - This is a more engaging approach than a “tutorial” video. Elements of your site or service will be custom animated by our motion graphics animator. A custom mouse icon will fly across animated pages and key elements will be customized and highlighted. *(Custom Quote will be provided.)* (ITEM #4000)

Package #4 Retail Cost =	\$8,100
NMS Media Purchase Discount =	\$2,100
<b><u>YOUR COST =</u></b>	<b>\$6,000</b>

## A LA CARTE SERVICES

### **Voiceover Services =**

\$520 for 30 seconds (edited). (ITEM #400)

\$130 each additional minute. (ITEM #100)



**Makeup Artist = \$780/Day (ITEM #600A)**



**Casting = \$780/Day (ITEM #600B)**

(includes postings, on camera auditions, and upload of auditions)

**Additional Studio Rental Days = \$455/Day (ITEM #350)**



**Dolly for Motion Shots = \$390/Day (ITEM #300)**



**Additional Music = ~\$22 per song (ITEM #17)**



**National Media Spots**

**PH: 888-579-8088**

**media@nationalmediaspots.com**

**www.nationalmediaspots.com**