



National Media Spots

PH: 888-579-8088

media@nationalmediaspots.com

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

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 and graphics in high definition to fit your present campaign. Client must provide commercial in editable format. Pricing for this package is the same for a 15-sec, 30-sec or 60-sec spot. (ITEM #125)

Items Included –

- * Text & Text Effects
- * NMS Library Stock Background Music
- * Rendering To Broadcast Quality Version
- * Rendering To File Format for Client via Google Drive Link

Package #1 Retail Cost =	\$1,160-\$2,175
NMS Media Purchase Discount =	\$280-\$525
<u>YOUR COST =</u>	\$880-\$1,650

A La Carte Additions to this package include:

Voice Over Artist from NMS Roster = \$780 (ITEM #600)

Voice Over Artist not from NMS Roster = \$910 (ITEM #700)

NMS Library Stock Images (Up To 5 Images for a 30-Sec Spot) = \$325 (ITEM #250)

NMS Library Stock Images (Up To 10 Images for a 60-Sec Spot) = \$650 (ITEM #500)

NMS Library Stock Videos (Up To 2 Videos for a 30-Sec Spot) = \$325 (ITEM #250)

NMS Library Stock Videos (Up To 4 Videos for a 60-Sec Spot) = \$650 (ITEM #500)

Production Package #2 - Basic Direct Response Text Only - This Text-On-Screen commercial type is solely a mix of text, graphics, and music in high definition. There are no actors, images, video or locations in this package. (ITEM #1000)

Items Included –

- * Text & Text Effects
- * NMS Library Stock Background Music
- * 2 Revisions
- * Rendering To Broadcast Quality Version
- * Rendering To File Format for Client via Google Drive Link

Package #2 Retail Cost =	\$3,625
NMS Media Purchase Discount =	\$875
<u>YOUR COST =</u>	\$2,750

A La Carte Additions to this package include:

Voice Over Artist from NMS Roster = \$780 (ITEM #600)

Voice Over Artist not from NMS Roster = \$910 (ITEM #700)

NMS Library Stock Images (Up To 5 Images for a 30-Sec Spot) = \$325 (ITEM #250)

NMS Library Stock Images (Up To 10 Images for a 60-Sec Spot) = \$650 (ITEM #500)

NMS Library Stock Videos (Up To 2 Videos for a 30-Sec Spot) = \$325 (ITEM #250)

NMS Library Stock Videos (Up To 4 Videos for a 60-Sec Spot) = \$650 (ITEM #500)

Production Package #3 - Basic Direct Response Images/Videos - 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. Client must provide a potential script as a starting point for production. (ITEM #2800-3550)

Items Included –

- * Text & Text Effects
- * NMS Library Stock Background Music
- * Scene Transitions & Image/Text Transitions
- * Voiceover Artist from NMS Roster
- * NMS Library Stock Images (Up To 5 Images for a 30-Sec Spot and Up To 10 Images for a 60-Sec Spot)

- * NMS Library Stock Videos (Up To 2 Videos for a 30-Sec Spot and Up To 4 Videos for a 60-Sec Spot)
- * 2 Revisions
- * Rendering To Broadcast Quality Version
- * Rendering To File Format for Client via Google Drive Link

Package #3 Retail Cost =	\$4,350-\$5,075
NMS Media Purchase Discount =	\$1,050-\$1,225
<u>YOUR COST =</u>	\$3,300-\$3,850

A La Carte Additions to this package include:

Voice Over Artist not from NMS Roster = \$910 (ITEM #700)

Script Writing by NMS = \$650 (ITEM #500)

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 #4000-)

Items Included –

- * Text & Text Effects
- * NMS Library Stock Background Music
- * Scene Transitions & Image/Text Transitions
- * Actor/Actress from NMS Talent Pool
- * Production Studio Time & Production Crew
- * Teleprompter & Controller
- * 2 Text/Graphic & Music Changes
- * Rendering To Broadcast Quality Version
- * Rendering To File Format for Client via Google Drive Link

Package #4 Retail Cost =	\$5,800-\$8,410
NMS Media Purchase Discount =	\$1,400-\$2,030
<u>YOUR COST =</u>	\$4,400-\$6,380

Additions to this package include:

Casting Sessions for Actor/Actress Not from NMS Talent Pool = \$780/session (ITEM #600)

Additional Actors = \$780/each (ITEM #600)

Local Out Of Studio Shoot (ex. Restaurant, Kitchen, Living Room) = \$1,560 (ITEM #1200)

4K/5K Red Production = \$1,560 (ITEM #1200)

Hair & Makeup = \$1,040 (ITEM #800)

Production Package #5 - Product Demonstration Locally 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 locally for one 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 –

- * Text & Text Effects
- * NMS Library Stock Background Music
- * Scene Transitions & Image/Text Transitions
- * Actor/Actress from NMS Talent Pool
- * Hair & Makeup
- * Production Studio Time & Production Crew
- * Camera Crews & Travel
- * Teleprompter & Controller
- * 2 Text/Graphic & Music Changes

- * Rendering To Broadcast Quality Version
- * Rendering To File Format for Client via Google Drive Link

Package #5 Retail Cost =	\$13,050
NMS Media Purchase Discount =	\$3,150
<u>YOUR COST =</u>	\$9,900

Additions to this package include:

Casting Sessions for Actor/Actress Not from NMS Talent Pool = \$780/session (ITEM #600)

Additional Actors = \$780/each (ITEM #600)

4K/5K Red Production = \$1,560 (ITEM #1200)

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 #15000-20000)

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

Package #6 Retail Cost =	\$20,300
NMS Media Purchase Discount =	\$4,900
<u>YOUR COST =</u>	\$15,400

Additions to this package include:

Casting Sessions for Actor/Actress Not from NMS Talent Pool = \$780/session (ITEM #600)

Additional Actors = \$780/each (ITEM #600)

4K/5K Red Production = \$1,560 (ITEM #1200)

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! (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

Package #7 Retail Cost =	\$44,550
NMS Media Purchase Discount =	\$11,550
<u>YOUR COST =</u>	\$33,000



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