

HOW MUCH DOES IT COST TO MAKE A VIDEO?

The answer that you've probably heard a thousand times..."It depends".

While some videos may seem very straight-forward and others may look like huge-budget productions, they all follow the same basic process. Generally, you should budget for \$1,000 - 2,000 per minute of finished video.

First we'll meet and figure out what type of video best fits the client's needs. Then, based on the agreed concept, Pre-Production begins with creating shot lists, preparing interview questions and preparing required equipment. This can take anywhere from 1-2 hours.

On the day (or days) of the shoot, the videographer visits each location to shoot everything on the shot list and other b-roll that may be beneficial to the project. Interviews will be conducted and relevant sound recorded.

Upon completion of filming, RAW files can be turned over directly to the client, or we can proceed to Post-Production where the real magic happens. Footage will be logged and sound bites will be selected for the basic script. Once client approves script and flow, an edit will be assembled, transitions and titles are added and basic color is corrected. Rendered video is sent to client for review, and a first-round of revisions is completed. This usually will take about 3 days.

For projects requiring more in-depth post-work like keying, compositing, rotoscoping, effects, etc., an extended delivery window should be expected, though temporary shots may be used in the initial review to keep the process fluid.

Once video and audio has been locked, a final color grade will be applied. This could be a highly stylized film look or a simple video grade.

The completed project will then be exported in various formats to be delivered for broadcast, web, social, etc. At that point, all masters and footage will be turned over to client on a hard drive.

CONNECT WITH US TODAY!

www.roadworkmedia.com
323.304.0536



RATE CARD 2021

PRE-PRODUCTION

Concept, Scope-of-work \$50 p/hr

SHOOTING DAY RATE w/ Basic Kit*

Full Day (8 hrs.) \$800 p/camera
Half Day (4 hrs.) \$500 p/camera
Hourly (2 hr min.) \$150 p/camera

This does not include any post-production or editing.

*Basic Kit:

Canon C500 MKII Cinema Camera or GH5s
Ronin-S rig, Basic lens package, OSMO pocket gimbal camera, Zoom H4N Pro recorder, Shotgun microphone, Sennheiser wireless lav or handheld mic, 2 Point LED light kit.

Additional Cinema/Specialty lenses, Sony A7S3, RED, complex lighting, etc. available for a negotiated rate.

ADDITIONAL CREW

Sound Recordist, DP, Grip,
Make-Up Artist, etc. \$5 - 800 p/day

LIVE STREAMING

\$575 Full Day
\$300 1/2 day

POST - PRODUCTION

Basic Editing - \$500 p/day
(Transitions, 2D titles, basic color correction)

Advanced Edit - \$800 p/day
(Green screen, Motion Graphics, FX, Color Grade)

VFX \$500* p/day
(Masking, Rotoscope, Compositing, 3D Graphics)

Voice Over \$75
Additional Revisions \$300*

**Depending on scope of project*

TRAVEL

Driving outside 25 miles \$1 p/mile
Overnight & Long-Distance \$ Expenses

All rights to packaged productions belong to the client (you), with the exception of exhibition by Roadwork Media for demonstration purposes only, unless otherwise agreed.