



www.widescreenmedia.com

PRODUCTION CHARGES

Today's Date: _____

Est. Start Date: _____

Production Material Deadline: _____

Est. End Date: _____

Company Name: _____ Contract #: _____

Contact Name: _____ Theatre Code: _____

Phone #: _____ Cell Phone #: _____ Theatre: _____

<input type="checkbox"/>	15 Second live action HD commercial	\$895
<input type="checkbox"/>	30 Second live action HD commercial	\$1,025
<input type="checkbox"/>	Creation of 15 second commercial from 30 second WSMG video footage	\$395
<input type="checkbox"/>	15 Second computer graphic animated HD commercial	\$595
<input type="checkbox"/>	30 Second computer graphic animated HD commercial	\$745
<input type="checkbox"/>	15 Second client-supplied recreated 4x3 TV commercial	\$625
<input type="checkbox"/>	Update existing 15 or 30 second WSMG commercial (no additional footage)	\$445
<input type="checkbox"/>	Client-supplied HD commercial processing (delivered in WSMG specs)	\$275
<input type="checkbox"/>	15 Second digital animated Banner (created by WSMG only)	\$175
<input type="checkbox"/>	15 Second Banner update (change of text, picture, or logo)	\$85
<input type="checkbox"/>	30 Second digital animated Banner (created by WSMG only)	\$255
<input type="checkbox"/>	30 Second Banner update (change of text, picture, or logo)	\$125
<input type="checkbox"/>	Revert to original Commercial	\$50
<input type="checkbox"/>	Revert to original Banner	\$25
<input type="checkbox"/>	2 hour digital photography still shoot (200 pics, one location only)	\$350
<input type="checkbox"/>	Each additional hour on location (between 15 to 60 minutes)	\$195
<input type="checkbox"/>	Each additional location shoot up to 25 miles (per hour, plus \$0.50 per add'l mile)	\$235

Date signed by client: _____ Total Production Charges paid in advance: \$ _____

Advertiser agrees to the total production cost: _____
Signature

**Production costs must be paid in full before creative shall begin.
See 2nd page for each definition of production.**

OFFICE USE ONLY

Management Approval	Office to Production	Production to Traffic
Initials: _____ Date: _____	Initials: _____ Date: _____	Initials: _____ Date: _____

Cinema advertising is the only medium with a **live, local, captive, and guaranteed** audience that lives in your community and is already out spending money. Cinema advertising targets the **hardest-to-reach** demographics and offers you an **exclusive** in your business category without competition! When you advertise with **WideScreen Media**, your ad will **educate** and **entertain** each moviegoer with the 3 W's: **Who** you are, **Where** you are, and **What** you have to offer. Advertising is all about branding; **Repetition** leads to **Recognition** which builds your **Reputation!** We also offer you, as **added value**, assigned slots in our **Information Center Kiosk** (located in the lobby for your printed material). This way, we can create the most cost effective* advertising campaign together that **will meet your needs and fit your budget!**

*Sources: Nielsen Cinema Study and Arbitron Cinema Advertising Study

LIVE ACTION HD COMMERCIAL

Includes: Project coordination, client approved video scripting, two hour video shoot on location (2nd location setup additional \$235) with basic lighting package; two hours post production to include editing, graphics, mastering, duplication, and voice-over; processing, encoding and uploading for client approval, theatre insertion, and replication. Also included are travel and expenses to any location within 25 miles of theatre and up to two edit revisions. (\$0.50 per mile travel cost after 1st 25 miles; \$65 per extra revision.) Additional uploads are \$45 each theatre.

COMPUTER GRAPHIC ANIMATED HD COMMERCIAL

Includes: Project coordination; client approved video scripting of copy; incorporating client-supplied high-res vector image logo plus 5 to 10 client supplied high-res digital images which meet WSMG specifications (see website for specifications). Also includes 2-dimensional animation of client supplied logo, up to three hours post production, processing, encoding, and uploading for client approval, theatre insertion, and replication. Additional uploads are \$45 each theatre.

CLIENT-SUPPLIED 4x3 TV COMMERCIAL (reformatted into 15-second 16x9 commercial)

Includes: Utilizing client-supplied television commercial for theatrical use, producing additional animated graphics around your 4x3 TV commercial as required to make it fit our specific ratio for full screen and whole screen ads without distorting the image; also includes up to 3 pictures, client-supplied high-res vector image logo, client approved copy, and processing, encoding and uploading via internet for client approval and theatre insertion for one location. Additional uploads are \$45 for each theatre location. (We CANNOT just put a TV commercial on screen as it requires this process to ensure quality and that it will play on our cinema hardware and software.)

UPDATING EXISTING WSMG COMMERCIAL (copy/graphical changes only)

Includes: Updating graphics, pictures, copy, voice-over, or music of existing spot(s) plus processing, encoding and uploading for client's approval and theatre insertion and replication via internet. Additional uploads are \$45 each theatre.

FINISHED HD COMMERCIAL PROCESSING (delivered to WSMG in our specs)

*Includes: Processing, encoding and uploading for theatre insertion and replication up to a 60 second spot **THAT HAS ALREADY BEEN PRODUCED TO WSMG SPECIFICATIONS** (see website for specifications). Any material provided to WSMG by client must be acceptable as described in WSMG specifications. WSMG performs a checklist of procedures to guarantee that the provided commercial meets industry standards, our ratio specifications, and plays on our cinema hardware and software. Additional uploads are \$45 each theatre.*

DIGITAL ANIMATED BANNER

INCLUDES: Project coordination, copy consultation with client approval, 15 or 30 second animated banner, motion animated graphics, one client supplied logo and picture, and up to fifteen to twenty-five words of copy, processing, and uploading via for client approval, theatre insertion, and replication for one theatre location. Additional theatre uploads are \$45 each location. Banners will be made by WSMG ONLY. (An important rule of thumb: The less said, the better!)

DIGITAL STILL SHOOT

INCLUDES: 200 or more pictures in digital high resolution at one location with lighting, second location an additional \$235 charge for setup, lighting and travel. Pictures will be delivered via our private FTP or via disc to the address of WSMG.

Production costs quoted at the time of contract signing may change if additional production is required to bring client supplied graphics or video up to WSMG specifications. The client must approve and pay for any cost increase before production will proceed. Production must be approved and on screen by the end of the 12th week of signing the contract or advertiser agrees to start paying for the loss of revenue of screen time as stipulated in the contract.

Client Initials: _____