



Industry Rate Card Pricing*

***IMPORTANT:** The following breakdown illustrates AICP Industry Standard Rates, Media Rate Card pricing and estimated ad values. TVA's actual costs and line items may vary, however you will not be charged more than the agreed, flat-rate fee which is just a **small fraction** of the following estimates.

Qty.	Item	Days	Rate	Total
01 CREATIVE /PRE PRODUCTION				
3	Writers (incl. Infomercial, Spotlight, NewsBreak, Print & Radio Features, Interview Questions, DVD, Internet, etc)	flat	\$5,000.00	\$15,000.00
1	Creative Director / Pre-Production Supervisor	flat	\$1,500.00	\$1,500.00
1	Producer	2 mo	\$500/week	\$4,000.00
1	Production Assist.	2 mo	\$250/week	\$2,000.00
	Pre Production Crew Sub Total			\$22,500.00
	Payroll Taxes, Workers Comp, etc.			1,687.50
	SUB TOTAL			\$24,187.50

Qty.	Item	Days	Rate	Total
02 PRODUCTION CREW SHOOT ON LOCATION & IN-STUDIO				
3	Producers (Segment & Studio)	4	\$450.00	\$5,400.00
1	Director (Segment & Studio)	4	\$1,000.00	\$4,000.00
1	Technical Director (Studio)	1	\$450.00	\$450.00
1	Director of Photography	4	\$350.00	\$1,400.00
2	Camera Operators	1	\$450.00	\$900.00
2	Audio Engineer (Studio)	1	\$450.00	\$900.00
1	Audio Engineer (Location)	1	\$450.00	\$450.00
1	Lighting Directors (Studio)	1	\$450.00	\$450.00
1	Lighting Directors (Location)	3	\$450.00	\$1,350.00
1	Videotape Operator	1	\$450.00	\$450.00
1	Teleprompter	1	\$700.00	\$700.00

1	Production Manager	4	\$450.00	\$1,800.00
1	Make-up/Hair	4	\$500.00	\$2,000.00
2	Production Assist.	4	\$250.00	\$2,000.00
	Pre Production Crew Sub Total			\$22,250.00
	Payroll & Taxes			\$1,668.75
	SUB TOTAL			\$23,918.75

Qty.	Item	Days	Rate	Total
	03 CAMERA / EQUIPMENT RENTAL			
1	HD Camera Package	3	\$850.00	\$2,550.00
1	Location Lighting & Sound Package	3	\$450.00	\$1,350.00
2	Studio Cameras	1	\$900.00	\$1,800.00
1	Studio Lighting & Sound	1	\$1,200.00	\$1,200.00
1	News Set, Stage & Props	1	\$1,500.00	\$1,500.00
	SUB TOTAL			\$8,400.00

Qty.	Item	Days	Rate	Total
	04 ON-CAMERA TALENT			
1	Field Reporter	2	\$650.00	\$1,300.00
2	News Anchors	1	\$1,400.00	\$2,800.00
	SUB TOTAL			\$4,100.00

Qty.	Item	Days	Rate	Total
	05 MISC. PRODUCTION EXPENSES			
1	Tape Stock		\$280.00	\$280.00
1	Petty Cash / Expendables	4	\$250.00	\$1,000.00
1	Make-up Kit	3	\$75.00	\$225.00
10	Gas mileage for crew	4	\$15.00	\$600.00
10	Food for Crew and Talent	2	\$50.00	\$1,000.00
	Phone, Faxes, Fed Ex		\$275.00	\$275.00
	SUB TOTAL			\$3,830.00

Item		Qty.	Rate	Total
06 POST PRODUCTION				
Post Production Supervisor	hours	10	\$250.00	\$2,500.00
Online Bay w/Editor	hours	flat	\$225.00	\$10,000.00
Dialogue Clean-Up	hours	6	\$125.00	\$750.00
Audio Sweetening	hours	9	\$125.00	\$1,125.00
Music	flat	1	\$750.00	\$750.00
Stock Footage			\$2,500.00	\$2,500.00
Picture Scanning	hours	2	\$125.00	\$250.00
Photoshop/Graphic Design	hours	20	\$250.00	\$5,000.00
Beta Broadcast Masters		300	\$65.00	\$19,500.00
Computer Back-Up		5	\$90.00	\$450.00
Freight		4	\$50.00	\$200.00
SUB TOTAL				\$43,025.00

Item		Qty.	Rate Card/ Ad Value (est)	Total
07 PRINT, RADIO, INTERNET & DVD				
2-3 Column Newspaper Features including Production, Placement & Monitoring		250	\$720.00	\$180,000.00
Radio Feature including Production, Placement & Monitoring		300	\$390.00	\$117,000.00
Internet Streaming Setup/Encoding		1	\$2,000.00	\$2,000.00
DVD encoding with 100 fully packages copies		100	2,800.00	\$2,800.00
iTV Network: 148 TV + 11 Radio Station Websites <i>(\$138 per site x 159 sites x 3 months)</i>		159	\$21,942.00	\$65,826.00
SUB TOTAL				\$367,626.00

Item	Qty.	Rate	Total
08 TV - AIRLINES BROADCAST MEDIA			
Broadcasts/Cablecasts/Satellite Airings for 28:30 Infomercial, Spotlight, TV Spot or NewsBreak™	10,000	\$250.00	\$2,500,000.00
Publicist to generate TV or Radio Talk Show Interviews	6 mo. retainer	\$5,000.00	\$30,000.00
Airline / Inflight Programming Placement	2 major airlines	\$35,000.00	\$70,000.00
Trafficking & Distribution		\$2,500.00	\$2,500.00
Errors & Omissions Insurance		\$400.00	\$400.00
SUB TOTAL			\$2,602,900.00

SUMMARY OF PRODUCTION, MEDIA & PROMOTION ELEMENTS

01 CREATIVE /PRE PRODUCTION		\$24,187.50
02 PRODUCTION CREW		\$23,918.75
03 CAMERA / EQUIPMENT RENTAL		\$8,400.00
04 ON-CAMERA TALENT		\$4,100.00
05 MISC. PRODUCTION EXPENSES		\$3,830.00
06 POST PRODUCTION		\$43,025.00
07 PRINT, RADIO, INTERNET & DVD		\$367,626.00
08 TV - AIRLINES BROADCAST MEDIA		\$2,602,900.00

Total AICP Rate Card pricing and estimated Ad Equivalency Values for Production, Advertising, PR, Publicity, and Promotion:

\$3,077,987.25*

**Estimates are based on STAR (Strategic Tracking, Analysis and Research) reports using reliable data such as AICP, Nielsen SIGMA Service, Nielsen Media Research, Arbitron, Spot Quotation and Data, Inc. (SQAD), Standard Rate & Data Service (SRDS) and Bacon's Information, Inc.*

TVA'S FLAT FEE FOR AN EIGHT MONTH MEDIABLITZ!® CAMPAIGN ON TV, AIRLINES, PRINT, RADIO, INTERNET, DVD... INCLUDING COMPLETE SCRIPT TO SCREEN PRODUCTION, DISTRIBUTION, PLACEMENT & MONITORING...

\$461,698*

*Just **15%** of est. industry rate card pricing and ad value equivalencies.

* Amortizes to less than **\$58k** per month x eight months.

* Payable in three progress payments of 1/3 each.

* Significant discounts if two or more MediaBlitz!® packages are ordered at the same time.