



General Commercial Ad

Traditional advertisement/ promotional video. Typically used for inbound marketing and target audience messaging. Custom creation, choice location. (Est. 30 Sec - 3 min)

Single Shot In-Studio

Direct message styled production. Continuous shot with basic captioning And intro-outro. Choose between live action representation, b-roll + caption/narration, Or "explainer" style captioning and animation. (Est. 30 Sec - 1:30 min)

"6 Piece" Ad Campaign

6 video series. Production of "Single Shot" service. Custom content with uniform intro-outro, branding and consistent campaign look/style. (Est. 30 Sec - 1:30 min. per video)

"4 Series" Ad Campaign

4 Video series, advance production with multiple scenes (max 3), custom content, semi variant of intro-outro/title and closing cards, transitions, variable background music, optional shooting location for each video in series. (Est. 30 Sec - 1:30 min. per video)

"3 Custom" Ad Campaign

3 Fully customizable "Commercial Ads" at bulk pricing discount. (Est. 30 Sec - 1:30 min)

Corporate Training Videos

Internal marketing, orientation, service/systems protocol and demonstration videos for companies. Basic captions, transitions, title/closing and chapter structuring. Base rate listed, additional charges apply based on scope. (Est. 5 - 15min, Extended + Edit Charge)

Extended Story/Documentary

Compilations, interview placement & editing, stylized extended commercials and short films. Includes story-boarding, scoring (music curation), & directing. Price reflects standard shooting/footage management and editing. Base rates listed. Extended Shooting requires additional charges. (Est. 3 - 12min, Extended + Edit Charge)

Event Recap/"Featurette"

Summarize important and meaningful events with dynamic, mini-film style highlights package. Editing based production includes scoring, music video element transitions (optional) and all basic captioning and formatting. Standard shooting available (Est. 2-4 min)

Pre/Post Production

All services include a consultation & project questionnaire. Select services include Project management set-up and shoot scheduling protocol.

General project formatting is standard. LaunchArts assumes co-creation credits Alongside the client on all productions due to collaborative development. Basic directing And scripting is provided.

Full-service creative, including directing, scripting and storyboarding is available.

Turnaround Time varies based on service/project.

Turnaround time reflects company workload and post-production time allocation.

General Examples:

"General Commercial Ad" turnaround time Est. 5 Business days.

"Extended Story/Documentary" turnaround time Est. 10-14 Business days.

"Video Slide Show" turnaround time Est. 1-2 Business days.

All other services and projects reflect these base standards.

Campaign Shooting/Production Timetables - Vary upon

Service agreement, not to exceed 6 months.

Pricing Determination

Service pricing is based on volume of work, or scope of project and overall product reach.

Shooting/editing billable hours as well as market rates also apply.

Tier pricing is based on scale of business:

Sole-brand or Independent Contractor (select services only).

Small Businesses (1-5 employees), and Mid-Size Corporations.

All Pricing represents a base rate, select rates are negotiable to scope of project.

Text Animation/Explainer

Short online marketing videos used to explain your company/brand's product or service. Text/Caption based, cartoon figure animation Is optional. (Est. 30 Sec- 3 min)

Video Slideshow

Selected images set to background music, enhancement elements include Caption overlays, branding placement, and custom title/closing cards (Est. 1 - 3 min)

Social Media Motion Graphic/Banner Video

Make a first impression online! Size formatted "commercial" for select social media pages. Choose from live-action, motion graphics, slideshow/animation or a blend of them all! Sound is optional. (Est. 30 sec- 1:30 min)

Web/Digital Shows & Series

"Webisodes", Vlogs, Video Podcasts! Professional production includes Shooting and editing. Directing/ show formatting services available. Base pricing listed. (Est. 5-10 min, Extended + Edit Charge)

Production Tools and Resources include:

- Cinema grade Canon C-Series camera (primary)
- Pro grade Canon DSLR for additional video/photography
- Pro grade 4K camera drone
- Professional grade camera equipment: steady cam gimbal, stabilizing cage, crane/jib, 360 degree- head tripod, mono-pod, camera track slider

- Camera lens teleprompter.
- Pro lighting/equipment where applicable: led lights, halogen light, Reflectors and diffusers.
- Pro audio : boom mic, lapel mic, built-in camera mic.
- Pro grade video editing software: Adobe CC Premiere & After Effects
- Database providing licensed music for videos (when needed).