

15- or 30-second PSA Video
Proposed Budget

ATTRIBUTION: drafted by Chris Newberry (Free Country Media)

TYPE: Video Production + Post-Production [Non-Profit]

VERSION 1: FILMING ON-LOCATION WINONA COUNTY

1 Day	Producer Prep [in-kind matching] (Pre-Prod)	300 x 1 =	300
1 Half-day	Producer/ Videographer [discounted] (Production)	400 x 1 =	400
1 Day	Camera & Equipment [in-kind matching] (Prod.)	800 x 1 =	800
1 Day	Add'l Equipment Rental (Production)	100 x 1 =	100
1 Day	Travel Time & Travel Expenses [discounted] (Prod.)	100 x 1 =	100
1 Day	Off-line Edit [discounted] (Post-Production)	400 x 1 =	400
1 Day	Sound Mixing [in-kind matching] (Post-Prod.)	300 x 1 =	300
2 Hours	Animated Graphics, On-line Edit (Post-Prod.)	50 x 2 =	100
--	Music License (Post-Prod.)	40 x 1 =	40
TOTAL			2,540
<i>Less In-Kind Matching Expenses</i>			- 1400
VERSION 1 - GRAND TOTAL BILLABLE			\$1,140

VERSION 2: USING GRAPHICS TEXT AND/OR 2017 MATERIAL - NO NEW FILMING

1 Half-day	Producer Prep (Pre-Prod)	150 x 1 =	150
1 Day	Off-line Edit [discounted] (Post-Production)	400 x 1 =	400
1 Day	Sound Mixing [in-kind matching] (Post-Prod.)	300 x 1 =	300
2 Hours	Animated Graphics, On-line Edit (Post-Prod.)	50 x 2 =	100
--	Music License (Post-Prod.)	40 x 1 =	40
TOTAL			990
<i>Less In-Kind Matching Expenses</i>			- 300
VERSION 2 - GRAND TOTAL BILLABLE			\$690

NOTE: Post-Production and "Edit" services may include but are not limited to Video Editing, Color Correction, Sound Editing, Sound Mixing, Titles & Graphics, Mastering, Outlining, Post-Production Consultation, Media Management & Delivery. Quote allows for a rough edit followed by feedback from client, a second round of editing, final approval, and finishing. If additional rounds of editing are required, additional billed hours should be expected.