



# Production Pricing

Pricing Valid through July 1, 2005

# Production Packages!



## Our Best Values!!

Only at Take Direct will you find the comprehensive DRTV approach you need to make your product a hit! Our special production packages, whether for long form or short, is your **Best Choice** for:

- Increased Odds for **Success!**
- Brand Recognition!
- Continuity Building!
- Retail Pull Through!

## \*120/60 Short Form Package

### Includes:

- Concepting, Scripting & Offer Consultation
- Voice Over Talent & Computer Graphics
- Up to 20 hours of editing (Includes 2 offer versions)
- 3D Animation
- Your choice of b-roll or testimonial shoot day
- Campaign Management Set-Up Package
- Preferred Vendor Pricing only at Take 2!

**Only \$28,500...Save \$15,000!**

## \*Long Form Package

### Includes:

- 28:30 infomercial, plus 2 minute & 1 minute spots **FREE**
- Concepting, Scripting & Offer Consultation
- Host Talent and fees
- Testimonial Shoot day
- B-roll & Celebrity Host Shoot Day
- Product Shots
- Computer Graphics
- 2 offer versions
- Campaign Launch Set-Up Package
- Preferred Vendor Pricing only at Take 2!
- Your choice of Long Form Format:
  - ◇ New Innovations ◇ Beauty Secrets Revealed
  - ◇ Best of TV ◇ Standard Long Form

**Only \$125,000...A \$50,000 Savings!**

## Standard Price List

### Short Form...Starting at \$20,000

#### Additional Options:

- Host to Camera...\$7,500
- Additional b-roll day...\$5,000/day
- Testimonials & Shoot day...\$12,500
- Location Shoot...\$7,500/location
- Animation...\$4,500
- Additional Versions...\$2,500/version
- Additional Editing...\$150/hour

Talent....at cost.

### Long Form...Starting at \$150,000

#### Your Choice of Format Options:

- ◇ New Innovations
- ◇ Beauty Secrets Revealed
- ◇ Best of TV
- ◇ Standard Long Form Format

#### Additional Options:

- Additional b-roll day...\$5,000/day
- Location Shoot...\$7,500/location
- Additional Versions...\$2,500/version
- Additional Editing...\$150/hour
- Travel....at cost.

Your Choice of Host Talent (from \$5,000-\$25,000 Per Day)