

Pricing Guide

SOCIAL MEDIA / WEBSITE MANAGEMENT SUBSCRIPTION

Package A - \$1,000 per month

Includes management or monthly editing (not full redesign) of the website, including blogs, social media posts, SEO management, GoogleAds campaigns, Meta Business management and reviews. Written patient testimonials included. Editing costs included.

Package B - \$2,000 per month

Includes all of Package A but with one full day of video / photo production (to create at least 3 videos to be shared throughout the following month, keeping content relative and consistent), scripted videos included ("5 Things You Didn't Know About iSmile Dental", "5 Things To Know Before Visiting Your Dentist" etc, either provided by us or the client). Patient Testimonial videos / staff videos included. Monthly review and consultation included, with weekly blog updates on the website. Editing costs included.

WEBSITE REDESIGN

Basic Package - \$3,000

- Usually for landing page + 1-7 pages of pre written content
- Created in WordPress, Wix, or other platforms utilizing HTML5

Advanced Package - \$4,000

- Usually for landing page + 8-12 pages of pre written content
- Created in WordPress, Elementor, Wix, or other platforms utilizing HTML5

Expert Package - \$5,000 (or more)

- Usually for landing page + 13-24 pages of pre written content
- Created in WordPress, Elementor, Wix, or other platforms utilizing HTML5
- Animated logos & other professional graphic design services included

Additional services include:

**Rebranding Campaign (color guides, logo redesign, etc.)*

**Proof of Concepts*

VIDEO PRODUCTION

Single Videographer:

- \$1500 — Videographer **Full Day** Rate (up to 8 hours on site including set-up)
- \$800 — Videographer **Half Day** Rate (up to 4 hours on site including set-up)
- \$300 — Videographer **Hourly** Rate (additional hours or minimum of 2)

**Our videographers can function as one or more of the following:
Director, DP, Gaffer, Cam Op and Audio Tech, Live Stream Operator and more.*

Other Crew:

- \$700 — Assistant **Full Day** Rate (up to 8 hours on site including set-up)
- \$400 — Assistant **Half Day** (up to 4 hours on site including set-up)
- \$1000 — Makeup Artist / Stylist **Full Day** Rate
- \$600 — Makeup Artist / Stylist **Half Day** Rate

*** Videographer rates are applicable to nearly all services including events, interviews, training videos and more.*

*** Set up time is billed, but tear down is not. Billed in 30 minute increments rounding up.*

*** Full days and half days will take scheduling and crew member priority over hourly jobs*

*** See equipment prices below*

ADDITIONAL VIDEO EQUIPMENT RATES & RENTALS

Standard Video Equipment:

- Included — Basic Pro Camera (4k ASP-C or greater 8-bit 4:2:0)
- Included — Standard Professional Lenses (G / GM, L Series & Primes)
- Included — Tripods with professional fluid video heads.
- Included — Drone, licensed Drone operator
- Included — Standard Professional Audio Kit (Wireless lav mic and or boom)
- Included — Standard Professional Light Kit (900 LED panels + diffusion)
- Included — Standard Cinematic Motion Tools (SLR sized Gimbal or Slider)

Standard Equipment Add-Ons:

- \$200 — Standard Camera Upgrade (4k 10-bit 4:2:2 Full Frame | a7sIII or r5)
- \$250 — Additional Cameras
- \$100 — Additional Mics
- \$100 — Teleprompter (requires an operator, can be client)
- \$100 — Standard Background / Backdrop
- \$100 — Client Monitor
- \$300 — Standard 4-Camera Video Mixer
- \$100 — Webcam / Live Conferencing Adapter
- \$100 — Laptop / Computer (if not using client's)

ADDITIONAL VIDEO EQUIPMENT RATES & RENTALS (CONT'D)

Advanced Video Equipment:

- \$500 — Advanced Audio Kit (mixer, multiple mics, and amplification)
- \$1000 — Advanced Light Kit (Aperture, Kino Flo or equivalent and mods)
- \$2000 — Advanced Lighting Truck / Trailer
- \$800 — Advanced Camera (FS7, C300 mkII or similar)
- \$1800 — Cine Camera Upgrade (RED or ARRI complete kits)
- \$500 — Cine Lens (Cine lenses or Cinema lenses)
- \$1500 — Advanced Multicam Broadcast Kit (required for more than 4 inputs, multiple monitors, and hybrid remote presentations)

Video Editing:

- \$150/h — Advanced Video Editing **Hourly** Rate (ie: animation)
- \$100/h — Standard Video Editing **Hourly** Rate (ie: sync, cut, color)
- \$50/h — Rush Editing **Hourly** Add-on.

Add-Ons:

- \$100 — Licensed Music Track (royalty free, commercial use rights, up to 3 minutes)
- \$500 — Professional Voiceover (up to 3 minutes)
- \$100 — Professional Voiceover Additional Minutes
- \$200 — Stock Video Clip (each)
- \$50 — Stock Photo (each)
- \$100 — Hard Drive & Shipping (HDD or Flash Drive up to 1TB, lower US)

*** Typically 1 day of shooting requires 2 days of editing.*

*** Multiple deliverables typically require more time in post.*

*** Additional fees for needs such as voice overs, music licensing, etc.*

Pre-Production Services:

- \$200/h — Pre-Production **Hourly** Rate (script writing, casting, storyboard, waivers, marketing, meetings)
- \$400 — Location Scouting (Per location, Up to 2 hours on site)

Models / Actors:

- \$700 — Standard Model **Full Day** Rate (non-agency, flexible needs)
- \$400 — Standard Model **Half Day** Rate (non-agency, flexible needs)
- \$1500 — Advanced Model / Actor **Full Day** Rate (specific needs and or speaking lines)
- \$900 — Advanced Model / Actor **Half Day** Rate (specific needs and or speaking lines)

*** Specific needs could be things such as age range, kids, ethnicity, hair style, pregnant, etc*

ADDITIONAL VIDEO EQUIPMENT RATES & RENTALS (CONT'D)

Misc Pre-Production:

- Contact Us — Studio Space or Location Fee (depends on needs)
- Contact Us — Insurance Upgrade (depends on needs)

**We recommend our pre-production crew members, such as a script writer, to be on site at least as a production assistant. This requires a crew day or half-day rate.*

PHOTOGRAPHY

Lead Photographer:

- \$1200 — Photographer **Full Day** Rate (up to 8 hours on site including set-up)
- \$700 — Photographer **Half Day** Rate (up to 4 hours on site including set-up)
- \$300/h — Photographer **Hourly** Rate (additional hours or minimum of 2)

Photo Equipment:

- Included – Standard Pro Camera (APS-C or full frame 24MP and up)
- \$200 — Camera Upgrade (Full frame 40+MP Resolution such as a7rIII, a7rIV, R5, Z7II, S1R or greater)

*** Set up time is billed, but tear down is not. Billed in 30 minute increments, rounding up.*

*** Full days and half days will take scheduling and crew member priority over hourly jobs*

Photo Editing:

- \$100/ hour — Advanced Photo Editing **Hourly** Rate (Photoshop, green screen, HDR, etc)
- \$50/ hour — Standard Photo Editing **Hourly** Rate (crop, exposure, white balance, levels)
- \$50/ hour — Rush Editing **Hourly** Rate Add-on.
- \$5/ image — Product Photography Clipping (Replace background w/ white or transparent)

*** Estimate 30 minutes of editing for every hour shooting.*

*** 24 hour and overnight options available*

If you have any questions, please contact us at info@bonsaimediahouse.com - packages can be customized to meet the specific needs of your project.