



ESTIMATE PROPOSAL

PULSAR ADVERTISING / MARYLAND DEPARTMENT OF TRANSPORTATION

3-28-22

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INTRODUCTION

About Us:

- Established in 1967
- Clients in 50 States/23 Countries
- Five offices – VB. RVA. DC. NYC.
- Number of full time employees – 65
- Number of coffee makers – 43
- Official snack – [Chocolate Chip Cookies](#)

Our In-House Capabilities:

- Creative & Branding Services
- Web Design and Development
- Audio Production
- Video Production
- Account Services
- Digital Services
- Print Design and Production
- Media Services
- Social Media Management
- Photography
- Public Relations
- Accounting

OUR PROCESS

Estimates

1. SOW – Define what the estimate includes.
2. Define crew/ lighting/ any special equipment that was budgeted for, locations, talent, etc.

Pre Production

1. Producer reviews the estimate as soon as we're awarded the job
2. Set up a kick-off call:
 - Discuss shoot details
 - Determine if there are any special needs: parking/ security, etc.
 - Discuss final delivery date/ event driven or media driven
 - Determine final shoot days
 - Discuss talent specs
 - Put hold on calendar
 - Schedule scout if needed
 - Get all contact information
 - Open Basecamp and invite key people to collaborate
3. Prepare a work-back schedule – through to post and final delivery
 - Schedule edit on Video production calendar and invite the editor
 - If possible, schedule audio do that as well
4. Assign creative:
 - Script
 - Directors shot list / break down
 - Prop & Wardrobe list
5. Casting:
 - Get casting talent specs and a schedule
 - Post head sheets/ auditions/ or current photos
 - Once talent is selected and approved, get all sizes and contact information
6. Crew Shoot

Shoot

1. Prepare shot list and schedule
2. Prepare shoot book:
 - Contact list
 - Scripts
 - Locations and any scout images
 - Talent and any headshot images
 - Wardrobe spec sheet/ prop list
 - Maps, and or addresses to locations
 - Call sheets
 - Vendors
 - Work-back schedules and edit team
3. Fill out call sheets and distribute to all, including to talent
4. Assign wardrobe and or prop purchase if needed, or producer handles
5. Order food, stock crafts
6. Make sure chairs/ tables, trash bags and other client service items are on truck
7. Charge all batteries (DP)
8. Prep camera (DP)

Post Production

1. Fill-out shoot details and shoot notes for editor
2. Turn over all storyboards, shoot notes
3. Set up call if needed w/ editor and client
4. Insure editor has all assets
5. Schedule VO record and audio post
6. Client sign off on all and picture is locked
7. Finalize project, color grade, audio post and mix, prepare final deliverables
8. Deliver project/ Archive
9. Close out billing

GOLD PACKAGE VIDEO

Shoot & Post: 3.5 Minutes Video

Scope of Work/Deliverables:

3-Day Shoot in Montgomery County/Rockville area (MD)

Video Edit for : 3.5 Minutes Video

FREE - BONUS :60 BEHIND-THE-SCENES VIDEO

Studio Center will Provide:

Production:

- Director/DP & Producer
- Casting (FREE)
- 2 On-Camera talent (each talent less than ½ day, usage non-broadcast including web buyout)
- VO Talent if needed, usage non-broadcast including web buyout
- Location Scout for hotel conf. room
- Audio, Gaffer, Grip, Hair & Makeup
- 4K Camera & Lens Package
- Portable Backdrop
- Craft Services
- Media Management/Hard Drives

Post Production:

- Video Edit Hours
- Color Correction
- 2d Graphics for titles, and end card
- Stock photo/footage pkg if needed
- Audio Post (record/mix/music search)
- Stock music/sfx pkg (usage non-broadcast including web buyout)
- Footage Archival & Raw Footage release
- Link to downloadable deliverables in 1080p

Client will Provide:

- Storyboards/Script & Overall direction
 - Access to client hired talent locations
 - Logos/art in Vector format
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Total: \$ 56,227 **INC. Client discount*

SILVER PACKAGE VIDEO

Shoot & Post: 3.5 Minutes Video

Scope of Work/Deliverables:

3-Day Shoot in Montgomery County/Rockville area (MD)

Video Edit for : 3.5 Minutes Video

FREE - BONUS :60 BEHIND-THE-SCENES VIDEO

Studio Center will Provide:

Production:

- Director/DP & Producer
- Casting (FREE)
- 2 On-Camera talent (each talent less than ½ day, usage non-broadcast including web buyout)
- Location Scout for hotel conf. room
- Audio, Gaffer, Grip, Hair & Makeup
- 4K Camera & Lens Package
- Portable Backdrop
- Craft Services
- Media Management/Hard Drives

Post Production:

- Video Edit Hours
- Color Correction
- 2d Graphics for titles, and end card
- Stock photo/footage pkg if needed
- Audio Post (mix/music search)
- Stock music/sfx pkg (usage non-broadcast including web buyout)
- Footage Archival & Raw Footage release
- Link to downloadable deliverables in 1080p

Client will Provide:

- Storyboards/Script & Overall direction
- Access to client hired talent locations
- Logos/art in Vector format

Total: \$ 53,264 **INC. Client discount*

BRONZE PACKAGE VIDEO

Shoot & Post: 3.5 Minutes Video

Scope of Work/Deliverables:

2-Day Shoot in Montgomery County/Rockville area (MD)

Video Edit for : 3.5 Minutes Video

FREE - BONUS :30 BEHIND-THE-SCENES VIDEO

Studio Center will Provide:

Production:

- Director/DP & Producer
- Location Scout for hotel conf. room
- Audio, Gaffer, Grip, Hair & Makeup
- 4K Camera & Lens Package
- Portable Backdrop
- Craft Services
- Media Management/Hard Drives

Post Production:

- Video Edit Hours
- Color Correction
- 2d Graphics for titles, and end card
- Stock photo/footage pkg if needed
- Audio Post (mix/music search)
- Stock music/sfx pkg (usage non-broadcast including web buyout)
- Footage Archival & Raw Footage release
- Link to downloadable deliverables in 1080p

Client will Provide:

- Storyboards/Script & Overall direction
- Access to client hired talent locations
- Logos/art in Vector format

Total: \$ 50,584

PRICING SUMMARY

Gold Package Video:	\$ 56,227.00
Silver Package Video:	\$ 53,264.00
Bronze Package Video:	\$ 50,584.00

Thank you for the opportunity to submit a proposal. We look forward to working with you!

Packages Chosen:

Video: Gold Silver Bronze

Accepted by:

Client

Date

Studio Center

Date

50% deposit is due at the time of kick-off and balance upon completion.
Estimate valid for 10 days from 3-28-22.

THANK YOU!

Point of Contact:

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VB | RVA | DC | NYC