



# PRODUCTION RATE SHEET

<b>STUDIO PRODUCTION PACKAGES</b> (Does not include post-production editing) All packages include a production team and equipment to facilitate all production		
PACKAGE A	8-hour block	\$5,000
PACKAGE B	4-hour block	\$3,000
PACKAGE C	2-hour block	\$2,000
<b>STUDIO SPACE RENTAL</b> (No production personnel or equipment included)		
STUDIO SPACE	4-hour block	\$500
<b>PRE-PRODUCTION</b> Pre-Production fees may be incurred for extensive work on a project. Pre-Production can include: script writing, revisions, storyboarding, shot lists, call sheets, research, etc.		
\$50 per person/hour		
<b>LOCATION VIDEO PRODUCTION SHOOT</b> (Does not include post-production editing)		
1 crew member	2-hours	\$250
1 crew member	4-hours	\$500
1 crew member	8-hours	\$1,000
2 crew members	2-hours	\$375
2 crew members	4-hours	\$750
2 crew members	8-hours	\$1,500
3 crew members	2-hours	\$500
3 crew members	4-hours	\$1,250
3 crew members	8-hours	\$2,000
<b>VIDEO EDITING SUITE RENTAL</b> (Off-Line Editing is when all of the original footage [often tens or hundreds of hours] is digitized into the suite at a low non-Broadcast resolution with a Timecode window. The editor and director are then free to work with all of the options (color correction, transitions, effects, graphics, and music) to create an EDL (Edit Decision List) for the final Broadcast Master cut.)		
Off-line Video Editing w/o operator: \$50 per hour		
On-line Video Editing w/o operator: \$100 per hour		
<b>POST-PRODUCTION</b> Post-Production fees include: video editing, graphics, titles, FX, audio mixing, color correction, finalizing, exporting, etc.		
\$100 per hour		
<b>DUBS</b> (Over 30 dubs – outsourced to production partner)		
Basic dubs:	VHS to DVD	
DVD Copy:		\$3.00 each
DVD packaging and titles can be added for an additional fee.		

**POSITIVE IMPACT MEDIA ALLIANCE (PIMA)**

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Email: positiveimpactmediaalliance@gmail.com

## MULTI-FUNCTION ROOM

(Includes VHS, DVD, Computer and Internet access)

Multi-Media Room:	\$100 per hour
Satellite Downlink Site:	\$75 per hour


**\*Authoring** is the process of combining materials such as video, graphics, sound, animation, documents, and files into a format suitable for viewing on the appropriate device. Such devices include but are not limited to: DVD players and computers, and internet browsers. Often times this requires the creation of an interface, allowing the user to navigate and access the different assets or files easily and conveniently. In the case of DVDs, this interface consists of a menu or menus with play and chapter (scene) buttons.

## PIMA Nonprofit Media Partner CORPORATE PARTNER SPONSORSHIP

PIMA Corporate Partnerships will play a vital role in the success of our organization fulfilling its mission of becoming the nonprofit community's media partner par-excellence. We will go the extra mile to ensure that both our Nonprofit Media Partner (NPMP) & Corporate Partner Sponsor (CPS) get everything they need for each Project or Production, Brand Development & Marketing Communications, or Multi Channel Distribution campaign.






 There are 5 levels of Corporate Partner Sponsorships:

- ✓ Diamond: 100%
- ✓ Platinum: 80% | 20%
- ✓ Gold: 70% | 30%
- ✓ Silver: 60% | 40%
- ✓ Bronze: 50% | 50%

 Corporate Partner Sponsors cover the greater % of Production Costs associated with each sponsorship level, and:

- ✓ The Nonprofit Media Partner will cover the lesser % of the Production Costs associated with each sponsorship level;
- ✓ PIMA, as the Media Partner, may choose (at its own discretion) to cover the Lesser % of the Production Costs associated with each sponsorship level.

PIMA offers 5-Tiers of Production Rate Discounts (Tier 1 – Tier 5) that can be matrixed using our 5-levels of Corporate Partner Sponsorships (Diamond, Platinum, Gold, Silver, and Bronze) to help provide a Nonprofit Media Partner/Corporate Partner Sponsorship that can fit any nonprofit organization's budget:

-  Tier 1 Rate Discount: 20% - Diamond CPS – 100% - NPMP (Corporate Partner Sponsor will Underwrite the FULL cost of media production for PIMA Nonprofit Media Partner after applying the Tier 1 rate discounted%);
-  Tier 2 Rate Discount: 30% – Platinum CPS - 80%/20% - NPMP (Corporate Partner Sponsor and/or PIMA will sponsor 80% of the cost of media production for PIMA Nonprofit Media Partner after applying the Tier 2 rate discounted%);
-  Tier 3 Rate Discount: 40% - Gold CPS – 70%/30% - NPMP (Corporate Partner Sponsor and/or PIMA will sponsor 70% of the cost of media production for PIMA Nonprofit Media Partner after applying the Tier 3 rate discounted%);
-  Tier 4 Rate Discount: 50% - Silver CPS - 60%/40% - NPMP (Corporate Partner Sponsor will sponsor 60% of the cost of media production for PIMA Nonprofit Media Partner after applying the Tier 4 rate discounted%); or
-  Tier 5 Rate Discount: 60% - Bronze CPS – 50%/50% - NPMP (Corporate Partner Sponsor will sponsor 50% of the cost of media production for PIMA Nonprofit Media Partner after applying the Tier 5 rate discounted%).



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**See Table 1: PIMA Production Rate Discount | Corporate Partner Sponsorship Matrix**

		CORPORATE PARTNER SPONSORSHIPS									
		Diamond 100%		Platinum 80% 20%		Gold 70% 30%		Silver 60% 40%		Bronze 50% 50%	
Production Rate Discount %	Production Costs	Corporate 100%	Nonprofit 0%	Corporate 80%	Nonprofit 20%	Corporate 70%	Nonprofit 30%	Corporate 60%	Nonprofit 40%	Corporate 50%	Nonprofit 50%
	\$100.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$80.00	\$0.00	\$64.00	\$16.00	\$56.00	\$24.00	\$48.00	\$32.00	\$40.00	\$40.00
Tier 2 - Rate Discount: 30%		\$70.00	\$0.00	\$56.00	\$14.00	\$49.00	\$21.00	\$42.00	\$28.00	\$35.00	\$35.00
Tier 3 - Rate Discount: 40%		\$60.00	\$0.00	\$48.00	\$12.00	\$42.00	\$18.00	\$36.00	\$24.00	\$30.00	\$30.00
Tier 4 - Rate Discount: 50%		\$50.00	\$0.00	\$40.00	\$10.00	\$35.00	\$15.00	\$30.00	\$20.00	\$25.00	\$25.00
Tier 5 - Rate Discount: 60%		\$40.00	\$0.00	\$32.00	\$8.00	\$28.00	\$12.00	\$24.00	\$16.00	\$20.00	\$20.00
	\$500.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$400.00	\$0.00	\$320.00	\$80.00	\$280.00	\$120.00	\$240.00	\$160.00	\$200.00	\$200.00
Tier 2 - Rate Discount: 30%		\$350.00	\$0.00	\$280.00	\$70.00	\$245.00	\$105.00	\$210.00	\$140.00	\$175.00	\$175.00
Tier 3 - Rate Discount: 40%		\$300.00	\$0.00	\$240.00	\$60.00	\$210.00	\$90.00	\$180.00	\$120.00	\$150.00	\$150.00
Tier 4 - Rate Discount: 50%		\$250.00	\$0.00	\$200.00	\$50.00	\$175.00	\$75.00	\$150.00	\$100.00	\$125.00	\$125.00
Tier 5 - Rate Discount: 60%		\$200.00	\$0.00	\$160.00	\$40.00	\$140.00	\$60.00	\$120.00	\$80.00	\$100.00	\$100.00
	\$1,000.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$800.00	\$0.00	\$640.00	\$160.00	\$560.00	\$240.00	\$480.00	\$320.00	\$400.00	\$400.00
Tier 2 - Rate Discount: 30%		\$700.00	\$0.00	\$560.00	\$140.00	\$490.00	\$210.00	\$420.00	\$280.00	\$350.00	\$350.00
Tier 3 - Rate Discount: 40%		\$600.00	\$0.00	\$480.00	\$120.00	\$420.00	\$180.00	\$360.00	\$240.00	\$300.00	\$300.00
Tier 4 - Rate Discount: 50%		\$500.00	\$0.00	\$400.00	\$100.00	\$350.00	\$150.00	\$300.00	\$200.00	\$250.00	\$250.00
Tier 5 - Rate Discount: 60%		\$400.00	\$0.00	\$320.00	\$80.00	\$280.00	\$120.00	\$240.00	\$160.00	\$200.00	\$200.00
	\$1,500.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$1,200.00	\$0.00	\$960.00	\$240.00	\$840.00	\$360.00	\$720.00	\$480.00	\$600.00	\$600.00
Tier 2 - Rate Discount: 30%		\$1,050.00	\$0.00	\$840.00	\$210.00	\$735.00	\$315.00	\$630.00	\$420.00	\$525.00	\$525.00
Tier 3 - Rate Discount: 40%		\$900.00	\$0.00	\$720.00	\$180.00	\$630.00	\$270.00	\$540.00	\$360.00	\$450.00	\$450.00
Tier 4 - Rate Discount: 50%		\$750.00	\$0.00	\$600.00	\$150.00	\$525.00	\$225.00	\$450.00	\$300.00	\$375.00	\$375.00
Tier 5 - Rate Discount: 60%		\$600.00	\$0.00	\$480.00	\$120.00	\$420.00	\$180.00	\$360.00	\$240.00	\$300.00	\$300.00
	\$2,000.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$1,600.00	\$0.00	\$1,280.00	\$320.00	\$1,120.00	\$480.00	\$960.00	\$640.00	\$800.00	\$800.00
Tier 2 - Rate Discount: 30%		\$1,400.00	\$0.00	\$1,120.00	\$280.00	\$980.00	\$420.00	\$840.00	\$560.00	\$700.00	\$700.00
Tier 3 - Rate Discount: 40%		\$1,200.00	\$0.00	\$960.00	\$240.00	\$840.00	\$360.00	\$720.00	\$480.00	\$600.00	\$600.00
Tier 4 - Rate Discount: 50%		\$1,000.00	\$0.00	\$800.00	\$200.00	\$700.00	\$300.00	\$600.00	\$400.00	\$500.00	\$500.00
Tier 5 - Rate Discount: 60%		\$800.00	\$0.00	\$640.00	\$160.00	\$560.00	\$240.00	\$480.00	\$320.00	\$400.00	\$400.00
	\$2,500.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$2,000.00	\$0.00	\$1,600.00	\$400.00	\$1,400.00	\$600.00	\$1,200.00	\$800.00	\$1,000.00	\$1,000.00
Tier 2 - Rate Discount: 30%		\$1,750.00	\$0.00	\$1,400.00	\$350.00	\$1,225.00	\$525.00	\$1,050.00	\$700.00	\$875.00	\$875.00
Tier 3 - Rate Discount: 40%		\$1,500.00	\$0.00	\$1,200.00	\$300.00	\$1,050.00	\$450.00	\$900.00	\$600.00	\$750.00	\$750.00
Tier 4 - Rate Discount: 50%		\$1,250.00	\$0.00	\$1,000.00	\$250.00	\$875.00	\$375.00	\$750.00	\$500.00	\$625.00	\$625.00
Tier 5 - Rate Discount: 60%		\$1,000.00	\$0.00	\$800.00	\$200.00	\$700.00	\$300.00	\$600.00	\$400.00	\$500.00	\$500.00
	\$5,000.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$4,000.00	\$0.00	\$3,200.00	\$800.00	\$2,800.00	\$1,200.00	\$2,400.00	\$1,600.00	\$2,000.00	\$2,000.00
Tier 2 - Rate Discount: 30%		\$3,500.00	\$0.00	\$2,800.00	\$700.00	\$2,450.00	\$1,050.00	\$2,100.00	\$1,400.00	\$1,750.00	\$1,750.00
Tier 3 - Rate Discount: 40%		\$3,000.00	\$0.00	\$2,400.00	\$600.00	\$2,100.00	\$900.00	\$1,800.00	\$1,200.00	\$1,500.00	\$1,500.00
Tier 4 - Rate Discount: 50%		\$2,500.00	\$0.00	\$2,000.00	\$500.00	\$1,750.00	\$750.00	\$1,500.00	\$1,000.00	\$1,250.00	\$1,250.00
Tier 5 - Rate Discount: 60%		\$2,000.00	\$0.00	\$1,600.00	\$400.00	\$1,400.00	\$600.00	\$1,200.00	\$800.00	\$1,000.00	\$1,000.00
	\$7,500.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$6,000.00	\$0.00	\$4,800.00	\$1,200.00	\$4,200.00	\$1,800.00	\$3,600.00	\$2,400.00	\$3,000.00	\$3,000.00
Tier 2 - Rate Discount: 30%		\$5,250.00	\$0.00	\$4,200.00	\$1,050.00	\$3,675.00	\$1,575.00	\$3,150.00	\$2,100.00	\$2,625.00	\$2,625.00
Tier 3 - Rate Discount: 40%		\$4,500.00	\$0.00	\$3,600.00	\$900.00	\$3,150.00	\$1,350.00	\$2,700.00	\$1,800.00	\$2,250.00	\$2,250.00
Tier 4 - Rate Discount: 50%		\$3,750.00	\$0.00	\$3,000.00	\$750.00	\$2,625.00	\$1,125.00	\$2,250.00	\$1,500.00	\$1,875.00	\$1,875.00
Tier 5 - Rate Discount: 60%		\$3,000.00	\$0.00	\$2,400.00	\$600.00	\$2,100.00	\$900.00	\$1,800.00	\$1,200.00	\$1,500.00	\$1,500.00
	\$10,000.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$8,000.00	\$0.00	\$6,400.00	\$1,600.00	\$5,600.00	\$2,400.00	\$4,800.00	\$3,200.00	\$4,000.00	\$4,000.00
Tier 2 - Rate Discount: 30%		\$7,000.00	\$0.00	\$5,600.00	\$1,400.00	\$4,900.00	\$2,100.00	\$4,200.00	\$2,800.00	\$3,500.00	\$3,500.00
Tier 3 - Rate Discount: 40%		\$6,000.00	\$0.00	\$4,800.00	\$1,200.00	\$4,200.00	\$1,800.00	\$3,600.00	\$2,400.00	\$3,000.00	\$3,000.00
Tier 4 - Rate Discount: 50%		\$5,000.00	\$0.00	\$4,000.00	\$1,000.00	\$3,500.00	\$1,500.00	\$3,000.00	\$2,000.00	\$2,500.00	\$2,500.00
Tier 5 - Rate Discount: 60%		\$4,000.00	\$0.00	\$3,200.00	\$800.00	\$2,800.00	\$1,200.00	\$2,400.00	\$1,600.00	\$2,000.00	\$2,000.00
	\$15,000.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$12,000.00	\$0.00	\$9,600.00	\$2,400.00	\$8,400.00	\$3,600.00	\$7,200.00	\$4,800.00	\$6,000.00	\$6,000.00
Tier 2 - Rate Discount: 30%		\$10,500.00	\$0.00	\$8,400.00	\$2,100.00	\$7,350.00	\$3,150.00	\$6,300.00	\$4,200.00	\$5,250.00	\$5,250.00
Tier 3 - Rate Discount: 40%		\$9,000.00	\$0.00	\$7,200.00	\$1,800.00	\$6,300.00	\$2,700.00	\$5,400.00	\$3,600.00	\$4,500.00	\$4,500.00
Tier 4 - Rate Discount: 50%		\$7,500.00	\$0.00	\$6,000.00	\$1,500.00	\$5,250.00	\$2,250.00	\$4,500.00	\$3,000.00	\$3,750.00	\$3,750.00
Tier 5 - Rate Discount: 60%		\$6,000.00	\$0.00	\$4,800.00	\$1,200.00	\$4,200.00	\$1,800.00	\$3,600.00	\$2,400.00	\$3,000.00	\$3,000.00

**CUSTOMIZED PRODUCTION RATE DISCOUNTS % Chart-Of-Accounts (5 Tiers: Tier 1 – Tier 5)  
CORPORATE PARTNER SPONSORSHIPS (5 Levels: Diamond, Platinum, Gold, Silver, & Bronze)**

Nonprofit Partner Organization must be able to cover a minimum of 20% - 50% of the costs of Content & Media Production, Brand Development & Marketing Communications, and/or Multi-Channel Distribution after the Tier 1 – Tier 5 Rate Discount % is applied to the production costs.

The production costs shown in the table above are for demonstration purposes only and may vary according to the size and scope of the overall Nonprofit Organization’s Content & Media Production, Brand Development & Marketing Communications, and Multi-Channel Distribution needs.

The numbers in this document are fair market rates that are charged within the:  
School, College, & University – Media Production & Technology Arena (throughout the State of NJ)



The PIMA Production Rate Discount % | Corporate Partner Sponsorships Matrix Table Below is a Linked Excel Spreadsheet (Editable in Word)!



		CORPORATE PARTNER SPONSORSHIPS									
		Diamond 100%		Platinum 80%   20%		Gold 70%   30%		Silver 60%   40%		Bronze 50%   50%	
Production Rate Discount %	Production Costs	Corporate 100%	Nonprofit 0%	Corporate 80%	Nonprofit 20%	Corporate 70%	Nonprofit 30%	Corporate 60%	Nonprofit 40%	Corporate 50%	Nonprofit 50%
	\$100.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%
Tier 1 - Rate Discount: 20%		\$80.00	\$0.00	\$64.00	\$16.00	\$56.00	\$24.00	\$48.00	\$32.00	\$40.00	\$40.00
Tier 2 - Rate Discount: 30%		\$70.00	\$0.00	\$56.00	\$14.00	\$49.00	\$21.00	\$42.00	\$28.00	\$35.00	\$35.00
Tier 3 - Rate Discount: 40%		\$60.00	\$0.00	\$48.00	\$12.00	\$42.00	\$18.00	\$36.00	\$24.00	\$30.00	\$30.00
Tier 4 - Rate Discount: 50%		\$50.00	\$0.00	\$40.00	\$10.00	\$35.00	\$15.00	\$30.00	\$20.00	\$25.00	\$25.00
Tier 5 - Rate Discount: 60%		\$40.00	\$0.00	\$32.00	\$8.00	\$28.00	\$12.00	\$24.00	\$16.00	\$20.00	\$20.00
	\$500.00	100%	0%	80%	20%	70%	30%	60%	40%	50%	50%

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