



Picture This Video, Inc  
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## Television Commercial Rates

### Ultimate Production \$ 5,125 (6 commercials \$650 savings) Includes:

- Three 30 second finished commercials (3 recognition packages)
- Two fifteen second spots
- **Quarterly Production Includes: (3 months of commercials)**  
(Grand opening, annual sales events, special holiday sales or anniversary sales)
- Beta SP master of all your commercials to distribute to different networks (\$75.00 value)  
(NOTE: we can only quote 38 The Spots television rates since we negotiated special rates with this station only)
- Four changes per commercial (\$1,800 value)

### Quarterly Production \$1,800 Includes: (3 months of commercials)

- One 30 second finished commercial
- Two 15 second finished commercials that change each month. (Total of six 15 second commercials per quarter)
- One change allowed at no charge

### Standard Production \$950 Includes:

- One 30 second finished commercial
- Two 15 second finished commercial
- One change allowed at no charge

### Standard Recognition Production \$750 Includes:

- One 30 second finished commercial
- One change allowed at no charge

### Basic Recognition Production \$650 Includes:

- One 15 second finished commercial
- One change allowed at no charge

### Changes:

- One change per finished commercial will be allowed for no charge. Any changes thereafter will be \$75.00 per hour. You will receive one proof DVD to review before the finished commercial is given to 38 The Spot and put on the air.

### Airtime charges:

- \$300 per week for a minimum of 20 commercial spots up to 30 commercial spots. Weekly commercial payments are made to Picture This Video, Inc.

### Return on your investment:

- Commercials spots cost \$10.00 to \$15.00 each time your commercial spot runs
- Reaching approximately 920,000 households in the KC Metro area (depending on the network chosen).