

# Video Production



You have a story to tell...  
a priority message that you  
need to share with others - soon,  
for not a lot of money.

Putting the pieces of your story together  
is what we do, and agriculture video  
is our specialty.

We understand that you and your  
growers are busy... and have little time  
to slow down for a video crew.

We keep it efficient by traveling as a one person production crew and have perfected our (2) HD camera, wireless mic setup and typically use whatever light nature provides. In other words we go for the "real" content that shows up to your audience as genuine and believable. It's unlikely that we'll recommend any staged "grin and bear it" shots.

Our video production is **Business Quality**. It's far above Amateur level but not at Broadcast level that includes on-location sound and light crews. If you're looking for Broadcast quality, we'll gladly recommend several firms best equipped to meet your objective. Our strength is capturing a crop story from the field today, and get it working for your sales team within days. Presenting your message in a direct, concise manner with visual impact is our norm. Checkout our video channel [here](#) and call today **717.329.0402**.

## Video Budget Worksheet:

*Note: Video Production costs discount 10% when a Adjunct Marketing Agreement is active)*

**CAPTURE: On-location video:** (2) HD Camera, (Locked down establishing shot and roving close-ups)  
Lapel Microphone, and Quartz lighting (as needed)

**RATE:** ½ day (5 hours) \$ 550.  
Full Day (10 hours) \$ 950.

**EXPENSES:** Travel, Mileage, and Lodging, as applicable  
(Mileage is charged at 50+ round trip miles from Harrisburg, PA, & \$100./day per diem)

**EDITING & POST-PRODUCTION:** Draft rough edit for client review  
Produce Logo treatments and simple graphic content  
Music tracks as appropriate (Music use rights are additional, typically less than \$50.)

**RATE:** Per Hour, based on total length of finished video in minutes(m)  
Up to 3m: \$100.) (Up to 7m: \$85.) (Up to 15m: \$75.) (Up to 30m: \$70.)

- Typical Editing Time: - Promotional Videos: 1 to 2 Hours per finished minute  
- Informational / Training Videos: 1/2 to 1 Hour per finished minute
- It's highly recommended that Promotional video length not exceed 3 minutes to best retain audience)

**ADDENDUMS:** To be quoted, pending scope and complexity:  
(Complex graphics, overlays, or transitions.  
Animation. Professional Narration)

## Putting your video to work:

A great way to utilize your new video is to link it from a PDF that your sales team e-mails to prospects. Click the PDF at right as an example. This PDF features farmers talking about "forage quality".

We call these targeted PDF's one-sheeters - as they position your message in a format that farmers are most likely to view. Ask us about producing a one-sheeter to maximize the use of your new video.



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