



PRICELIST

RATECARD 2020

We have a number of services to help you with your venture onto TV. If there is something you require missing from this list, don't worry, just call us and if we can't do it, we will find someone who can free of charge.

CLEARCAST PROCESS

STEP	DETAIL	WHAT YOU GET	COST
1	INITIAL ENTRY TO CLEARCAST		
	Initial feedback before official entry	Highlights of potential problems	Free
	Entry to Clearcast with report	Detailed instructions on your Clearcast report	£125 per script
	Video Transcribing/Creating script. If you have a web ad or TV commercial that has not been cleared, we can create a script as part of the compliance process	Script suitable for Clearcast entry	£55 per script
2	SUBSEQUENT ENTRIES TO CLEARCAST - if required	<i>This stage depends on whether your commercial passes the first time.</i>	
	Subsequent Clearcast Entries. If you do not clear ad on the first round, we will offer advice to correct the entry and resubmit on your behalf	Entry to Clearcast for each additional entry	£33
	Script corrections. After the initial script alterations may need to be made to the script for approval	Updated Script	£23
	FINAL ENTRY TO CLEARCAST		
	Final Ad entry to Clearcast. Delivery of your final ad to Clearcast for approval.	Entry of script (already created previously) plus final clocked commercial.	£125 per entry

POST PRODUCTION AND DELIVERY FOR ADS

DETAIL	WHAT YOU GET	COST
CLOCKING		
Adding a clock to commercial. You will require 2 versions : one for Clearcast entry which is a QuickTime format and one for the delivery to the channels (a MXF file)	Clearcast version as .mov and delivery version as .mxf	£150 2 versions
Illegal colours check and correct	Prevention of "out of gamut" colours	Free. (with clock)
Flash test. If you have flashing lights or colours you may not be able to broadcast.	Report	£78.00
Sound check and fix. Your ad will require the right level of sound to prevent rejection by the channels	Corrected sound for Broadcast levels	£170
Additional file formats. If you want a different version for a conference (for example)	Selected file format (eg mp4. Mov) from a.	£18 (for each 30 seconds)
DELIVERY TO NETWORKS		
Creating instructions via CARIA for your ad. These is the initial instructions for your ad to get to the right network	Comprehensive instructions tied into your delivery options	£150
Monthly caretaking after initial CARIA instructions. You may need monthly support for your ad as instructions need to be renewed monthly		£70 (for each 30 seconds)

COMMERCIAL SUPPORT

DETAIL	WHAT YOU GET	COST
CREATIVE SERVICES		
Changing end frames, adding text supers. Changing elements of the ad to update, where at least 70% of the commercial remains the same.	Updated commercial	£80 (per hour - min charge 1 hour)
Script writing changes	Updated Script	£85 (per hour - min charge 1 hour)
Audio Services: Music licensing, Voice over creation, Mixing		POA
Complete creative ad design and Production. Through our sister company Atom Pictures	Complete commercial and all processes to delivery	POA
PRODUCTION ASSISTANCE		
Artists negotiations and contracts. Make sure you pay the right amount to voice overs or actors	Comprehensive instructions tied into your delivery options	£85 (per hour - min charge 1 hour)
Copyright issues. Advice and help on copyright usage and issues	TBC	£85 (per hour - min charge 1 hour)

Email: info@tvad.guru

Call Bill: 0795 8627 191

DETAIL	WHAT YOU GET	COST
Delivery. The delivery agency charges per station delivery. These costs vary from £25 to £65. We will always get you the best price.	Full delivery to networks	TBA