

Rate Sheet 2021



RATE SHEET

VIDEOGRAPHY:

Including in-studio Green Screen, teleprompter, and all post-production editing.

***** Included in the prices is **no-charge access** to more than a million Hi-Def stock footage videos (typically \$60-\$79 each), more than 100 million images (typically \$0.50-\$10 each) and more than 125,000 music tracks (typically \$24.95-\$49.95 each). This alone can save you a very great deal of money when creating your videos.*

Base rate one-camera: \$150 per hour

Sliding scale discounted options:

\$135 per hour for a 5 hour block paid in advance - \$675

\$125 per hour for a 10 hour block paid in advance - \$1250

\$100 per hour for a 25 hour block paid in advance - \$2500

\$75 per hour for a 50 hour block paid in advance - \$3750

For 2 cameras, add 50%, for 3 cameras add 75%

LOCATION SHOOTING

One camera, lighting, audio, teleprompter: \$250 per hour

Two cameras: \$375 per hour

PASSION VIDEOS FOR WEBSITE HOME PAGES

Prices for these vary depending on the length, and on what is included. Some of the items that determine this include: 1 camera or 2, green screen shooting, location or mobile green screen shooting, custom 3D animations, animated texts, motion images, image overlays. music, VO, stock footage, animated logo, music sync, testimonial shooting, titles, web screen capture, scripting help, lower third titles etc.

Because of the wide variations in requirements, the prices can vary considerably, from only a few hundred dollars to more than \$5,000.

WEBSITE/PASSION VIDEO COMBINATION PACKAGE

Varies depending on requirements, but discounts the prices of each purchased separately

MULTI-CAMERA HIGH-QUALITY LIVE STREAMING WEBINARS OR EVENTS

\$1000 /day (8 hours), \$500 1/2 day (4 hours), \$150 /hour

ANIMATED BRANDING LOGOS start at \$199

INTERNET MARKETING AND OTHER CONSULTING/COACHING:

Base rate: \$100 per hour

Sliding scale discounted options:

\$85 per hour for a 5 hour block paid in advance - \$425

\$75 per hour for a 10 hour block paid in advance - \$750

\$65 per hour for a 20 hour block paid in advance - \$1300

\$55 per hour for a 30 hour block paid in advance - \$1650

\$50 per hour for a 40 hour block paid in advance - \$2000

\$45 per hour for a 50 hour block paid in advance - \$2250

WEB DESIGN

10-page site including shopping cart and premium plugins - \$1500 to \$3000 depending on requirements. Membership sites or online courses also priced according to requirements.

ONLINE COURSES

If built on an existing WordPress site - \$2500

If we need to also build a new website - \$4000

WEBSITE MAKEOVERS

Base rate: \$75 per hour

WEBSITE SPEEDUP

\$300

YOUTUBE CHANNEL ANALYSIS, YOUTUBE KEYWORD RESEARCH AND CHANNEL AND VIDEO OPTIMIZATION:

A) \$2,000, plus \$250 /mo for 6 months for monitoring, consulting, supervising adjustments, or

B) Training you to do it yourself - \$1000

RECORDING/MIXING/MASTERING/RESTORATION:

Base rate: \$75 per hour

Sliding scale discounted options:

\$65 per hour for a 5 hour block paid in advance - \$325

\$60 per hour for a 10 hour block paid in advance - \$600

\$55 per hour for a 20 hour block paid in advance - \$1100

\$50 per hour for a 30 hour block paid in advance - \$1500

\$45 per hour for a 40 hour block paid in advance - \$1800

\$40 per hour for a 50 hour block paid in advance - \$2000

REFERRAL COMMISSION PROGRAM (usually paid onto the referrer's media account for their own media projects, but can also be cash at 50% of the percentages below)

- 10% if the referral partner refers them to us and we do the sale
- 15% if the referral partner brings them to the studio and tag sells in person with us
- 20% if the referral partner sends or brings them fully paid, or 100% ready to pay.

On re-signs of existing products or services referred by the referral partner:

- If the referral partner is actively involved in the re-sign, they get 10%.
- If not, they will get a residual 5% on the re-sign for that specific product or service.
- If it's a brand-new service or product that the referral partner is not actively involved in, there isn't a commission.

Payments can be either:

- a) Credit card. If credit card, we need the card number, expiration date, 3 digit security code and also the billing zip code.
- b) Zelle or Venmo to trockliff@gmail.com
- c) PayPal to trockliff@gmail.com
- d) Check made out to Tony Rockliff Productions and sent to 2012 Diplomat Drive, Clearwater, FL 33764.

For PayPal or credit cards, please add 3.5% to cover processing fees.

<https://tonyrokliff.com/>
<https://videosforanybudget.com/>
sarah@tonyrokliff.com
trockliff@gmail.com
(727) 403-3333