



## MOTION EXPLAINER

- Engage your audience with a high energy motion graphics animation
- Animated graphics, characters, & text (kinetic typography)
- Clearly communicate even the most complex of ideas through visual storytelling

### **Level 1- \$4000 for first 60 seconds- each additional 15 seconds- \$1000**

This includes voice over, music, storyboarding, stock illustrations, (ie: Istockphoto.com) motion graphics and creative direction. This does not include the script, sound effects, style frames, storyboard, illustrations and character animation.

### **Level 2- \$5000 for first 60 seconds- each additional 15 seconds- \$1250**

This includes a script, voice over, music, storyboarding, illustrations, motion graphics, and creative direction. This does not include sound effects, style frames, or character animation.

### **Level 3- \$6000 for first 60 seconds- each additional 15 seconds- \$1500**

You get everything. This includes a script, voice over, music, sound effects, style frames, storyboarding, illustrations, motion graphics, character animation, and creative direction.

**Sample Video** :: <https://vimeo.com/188689792>



## TALENT EXPLAINER

- Animated graphics, characters, & text with a live actor
- Choose from a wide selection of male and female talents
- Provide a personal connection to the audience

### **Level 1- \$4500 for first 60 seconds- each additional 15 seconds- \$1125**

This includes music, live talent, motion graphics and creative direction. This does not include the script, temporary voice, sound effects, style frames, storyboarding, illustrations, an animatic and character animation.

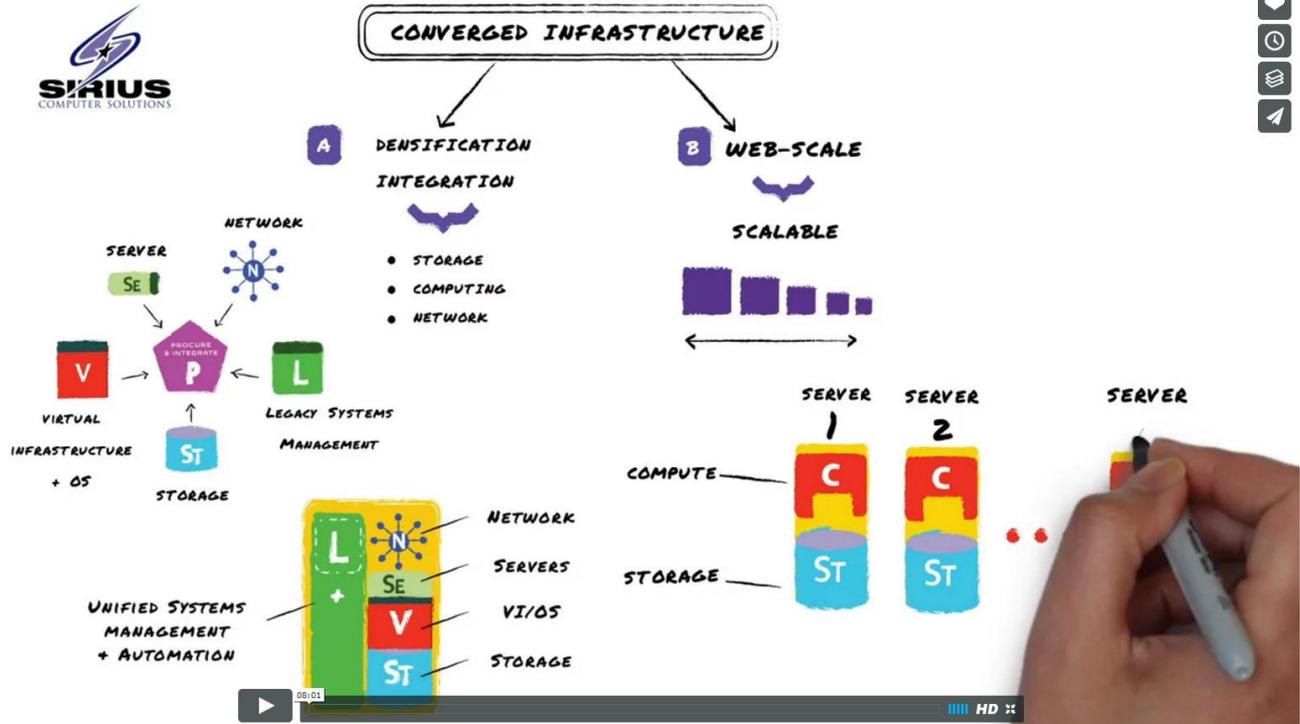
### **Level 2- \$5750 for first 60 seconds- each additional 15 seconds- \$1435**

This includes a script, temporary voice, music, live talent, storyboarding, illustrations, an animatic, motion graphics, and creative direction. This does not include sound effects, style frames, and character animation.

### **Level 3- \$7000 for first 60 seconds- each additional 15 seconds- \$1750**

You get everything. This includes a script, temporary voice, music, sound effects, live talent, style frames, storyboarding, illustrations, an animatic, motion graphics, character animation, and creative direction.

**Sample Video** :: <https://vimeo.com/76727104>



# WHITEBOARD EXPLAINER

- Cost effective video with high impact in the “RSA Animate” style
- Keep your audience engaged during a longer form video
- Great to compliment an existing audio recording

## Level 1- \$2500 for first 60 seconds- each additional 15 seconds- \$625

This includes music, automated animation, storyboarding, illustrations, and creative direction. This does not include the script, voice over, sound effects, style frames, motion graphics and character animation.

## Level 2- \$3250 for first 60 seconds- each additional 15 seconds- \$815

This includes a script, voice over, music, automated animation, storyboarding, illustrations, and creative direction. This does not include sound effects, style frames, motion graphics and character animation.

## Level 3- \$5500 for first 60 seconds- each additional 15 seconds- \$1375

You get everything. This includes a script, voice over, music, sound effects, automated or live capture animation, style frames, storyboarding, illustrations, motion graphics, character animation, and creative direction.

Sample Video :: <https://vimeo.com/132103277>



## SCREEN EXPLAINER

- Demonstrate clearly how to navigate your website / software
- Utilizes high quality video screen capture
- Supplement the screens with custom graphics & animation

### **Level 1- \$2000 for first 60 seconds- each additional 15 seconds- \$500**

This includes voice over, music, minimal motion graphics with creative direction. This does not include the script, sound effects, screen capture, storyboarding, illustrations, and character animation.

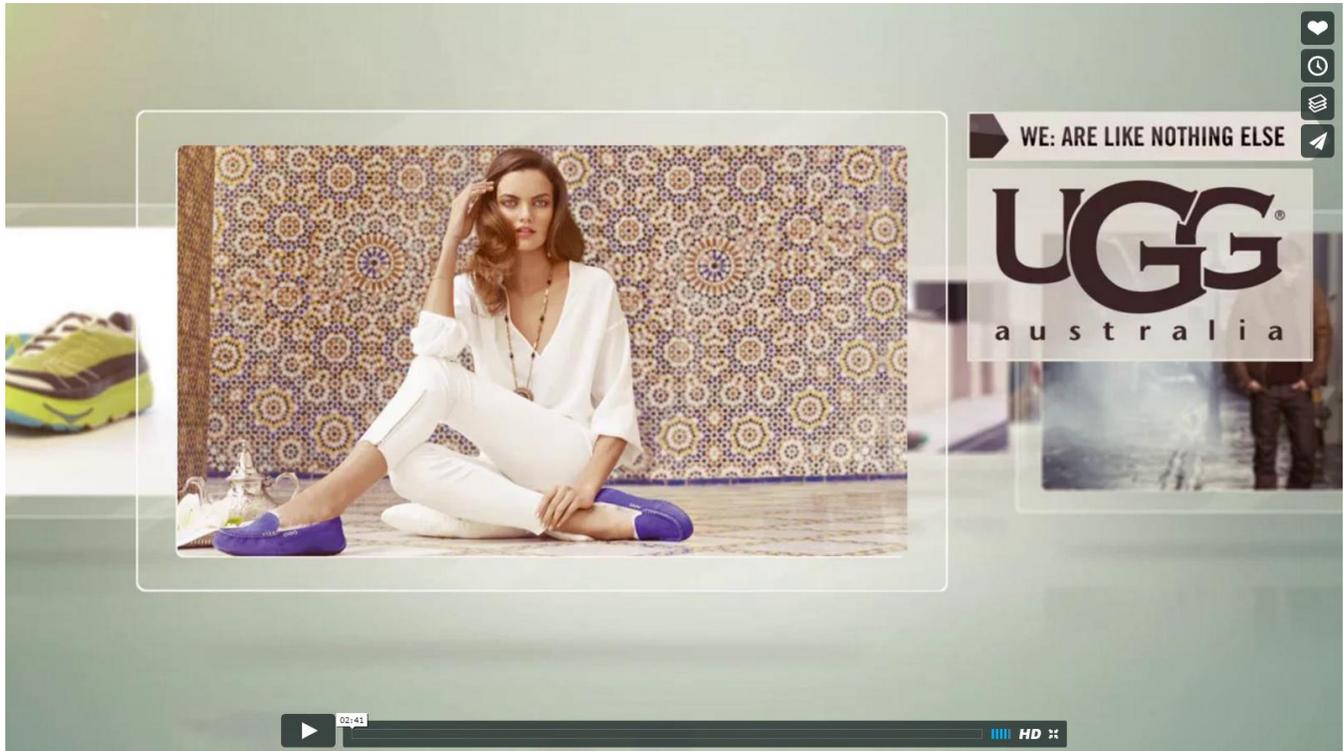
### **Level 2- \$2750 for first 60 seconds- each additional 15 seconds- \$690**

This includes a script, voice over, music, screen capture, storyboarding, minimal illustrations, motion graphics, and creative direction. This does not include sound effects and character animation.

### **Level 3- \$3500 for first 60 seconds- each additional 15 seconds- \$875**

You get everything. This includes a script, voice over, music, sound effects, screen capture, storyboarding, illustrations, motion graphics, character animation, and creative direction.

**Sample Video ::** <https://vimeo.com/24476747>



## TEMPLATE EXPLAINER

- Choose from hundreds of affordable, amazing animation templates
- Customization of the animation, fonts and colors and more
- Client is responsible for the license fee of the selected template

### **Level 1- \$1000 for first 60 seconds- each additional 15 seconds- \$250**

This includes music, color changes and creative direction. This does not include the script, voice over, sound effects, font changes, storyboarding, illustrations, and motion graphics.

### **Level 2- \$2000 for first 60 seconds- each additional 15 seconds- \$500**

This includes a script, voice over, music, color changes, font changes and creative direction. This does not include sound effects, storyboarding, illustrations, and motion graphics.

### **Level 3- \$4000 for first 60 seconds- each additional 15 seconds- \$1000**

You get everything. This includes a script, voice over, music, sound effects, color changes, font changes, storyboarding, illustrations, motion graphics, and creative direction.

**Sample Video** :: <https://vimeo.com/68167221> (**Start Your Search Here**)