



CLIENT INFORMATION (part A)

Thankyou for engaging YTV in the production of your Yellow Video™

YTV offers custom made 'Yellow Videos'™ at cost effective prices.
Yellow Video™ is the exciting new product from 'Yellow Pages'™ where an on-line listing can now include a video, advertising your business.
YTV videos have a range of applications from on-air advertising to your own web-site.

Packages

YTV offers 2 packages for different budgets.
The more economical 'Value Video Pack' or the advanced 'Premium Video Pack'.
Tailor-made packages can be negotiated.

● Value Video Pack

Length: 30 seconds
Format: Produced from stills photos supplied by client
Cost: \$600

● Premium Video Pack

Length: 45 seconds
Format: Professionally shot footage (average shoot 2 hours)
Includes interview
Cost: \$1200 (maybe additional cost for locations outside Hobart area)

All packages include;

A television commercial at no extra cost.

YTV will convert your Yellow Video™ into a 30 second commercial suitable for TV.
(Extra charges incurred in order to broadcast this commercial – see terms and conditions).

Full service from start to finish.

Includes installation on your yellow pages on-site listing.

Production service includes:

Professional script writing , voice-over, music, graphics, text with contact details.

Tasmania wide service.

What happens now?

1. Please fill out the 'Client / Business Profile Form'

Allows us to evaluate your business profile, and communication objectives

2. Phone Call Follow-up briefing

YTV producer contact for further information. Stills images / filming requirements determined.

3. Script Approval

Draft script issued for client review / changes.

Final script approval. (note: script changes may be required following filming).

4. 'Premium Pack' Film Shoot

Average 2 hours for location filming.

5. Video edited

Clients receive Yellow Video™ plus Television Commercial Version compressed on disc.

6. Video Installed on Yellow Pages™



Sample Videos View our work at: www.winningpost.tv/ytv



CLIENT INFORMATION (part B)

Thankyou for engaging YTV in the production of your Yellow Video™

● **'Value Video Pack'** - Stills Photo Information

How many Photos should I send to YTV? Minimum of 20 / Maximum of 40

How do I send photos? e-mail to: ytv@winningpost.tv
Clients may need to send more than one email. e-mails / files should not exceed 8 Meg

What Format? Need to send as JPEG files (Please clearly label all JPEG images)

Quality of Photos? Minimum 2,048 x 1,536 pixels (3MP Camera or better)

Some Photo Suggestions...

Outside of business (including signage)
Product Shots – clean, clear, shots are best.
Your business at work – ie hairdressing, baking.
Happy customers and employees.

Some helpful tips..

Horizontal (landscape format) rather than vertical stills images.
Make sure lighting is strong - where possible, relocate product to a well lit area .
Lots of color is an advantage.
Explore different angles - shoot more options from which to choose from.
Simple clean images - not too busy.
Make your business looks busy i.e. people, staff, complimentary props.
Ensure you have permission from all people appearing in images.

● **'Premium Video Pack'** - Clients / Filming Information

On-camera Interviews? Short interview with client or customer.
Interviews average 10 - 15 seconds.
Need to script / consider a short punchy 'grab' that captures the key to your business.

What happens on a shoot? Footage filmed on location at business premises.
Usually one location - includes outside shots of business, product attributes, customers, etc.

Length of shoot ? Average 2 hours (excluding travel time).

What do I need to organise? Producer will discuss this with you in the pre-production phase. In some instances, shooting may require 'extras', and set-up for product shots.

Shoot re-scheduling? May be required - ie due to weather or sickness.