



# **NSR Business Solutions**

## Proposal

Developed for:

# **Meridian Endodontics**

## Video Production

**Document Date:** 7/14/2023

NSR has developed a low cost, high quality process for producing online video content for companies and institutions.

Each edit produced is broken down into a “Unit”. A “Unit” consists of:

1 x Day Shooting

1 x Day Editing (includes 1 round of revisions)

1 x Music

1 x Video Graphics

Multiple edits can be produced from the 1 day of shooting. Each additional edit is priced separately.

Each edit will be approximately 2 minutes in length and will tell a story in “documentary style”.

A set of “touchpoint” questions is created before the filming and these become the basis for the “conversation” with the Innovative Staff member.

## 2. Video "Unit" Cost

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The normal per "Unit" cost is as follows:

Touchpoint development	\$1000
1 x Day Shooting	\$2000
Edit	\$3600
Music	\$500
Video Graphics	\$1000
<b>Total</b>	<b>\$8100</b>