

Date: 9/24/26
Project: BillyRx October Campaign 28:00 Bilingual DRTV Block - AI Production
Client: EAG
Client Contact: Willy
Capsule Contact: Pascal Jacquelin

Project Description:

"BillyRx October Campaign - 28:00 Bilingual DRTV Block"

Two 11:00 long-form programs and two :60 commercials, English and Spanish - 24:00 of finished, broadcast-ready content that fills a 28:00 block run twice.

Hybrid production: real presenters are recorded through a teleprompter on a green-screen stage in a single one-camera session. From that one master, one camera angle becomes many - the alternate angles, the studio environments and the B-roll are all generated, so each program cuts like a multi-camera show without a multi-camera shoot.

The :60 commercial is produced entirely in AI with the synthetic cast developed in the pitch.

Not included: media placement, claim substantiation and legal/FTC review, broadcast QC, Ad-ID registration and station delivery - carried by client.

Item	Total
Pre-Production	\$4,200
Green-Screen Capture Session - 1 Day	\$7,700
On-Camera Presenters	\$4,000
World Building - Generated	\$5,500
Commercial - :60 "The Open Door" (AI-produced)	\$3,600
Generation & Integration	\$4,400
Assembly & Finishing	\$4,925
	Total: \$34,325
	Production Fee (10%): \$3,433
	Grand Total: \$37,758
Optional Add-Ons (not included above)	\$150
	Production Fee (10%): \$15
	Grand Total with Add-Ons: \$37,923

Terms:

50% Deposit due at approval of project
 Balance due at delivery
 Three rounds of revision included per asset

Approval Signature:

Details:

Item	Qty.	Unit	Amount	Total
Pre-Production				
Scripts - 11:00 Long-Form + :60, English	1.0	Fee	\$2,000	\$2,000
Spanish Transcreation	1.0	Fee	\$1,200	\$1,200
Timed Animatic (:60) + Program Map - every beat timed to the read before anything is generated	1.0	Fee	\$1,000	\$1,000
				\$4,200
Green-Screen Capture Session - 1 Day				
Studio Rental	2.0	Fee	\$2,500	\$5,000
Green-Screen Stage with Prompter, Single-Camera Package & Flat Lighting	1.0	Day	\$1,000	\$1,000
Camera / Teleprompter Operator	2.0	Day	\$600	\$1,200
Hair & Makeup	1.0	Day	\$500	\$500
				\$7,700
On-Camera Presenters				
English-Speaking Presenter (Caucasian) - 1 session day + broadcast usage	1.0	Fee	\$2,000	\$2,000
Spanish-Speaking Presenter (Hispanic) - 1 session day + broadcast usage	1.0	Fee	\$2,000	\$2,000
				\$4,000
World Building - Generated				
Studio & Environment Set - generated, every angle, EN + ES	1.0	Fee	\$1,500	\$1,500
Multi-Angle Generation from the Green-Screen Master - one camera angle becomes many	2.0	Programs	\$1,600	\$3,200
Character Library & Identity Lock - :60 synthetic cast	1.0	Fee	\$800	\$800
				\$5,500
Commercial - :60 "The Open Door" (AI-produced)				
:60 Commercial - English	1.0	Fee	\$2,400	\$2,400
:60 Commercial - Spanish	1.0	Fee	\$1,200	\$1,200
				\$3,600
Generation & Integration				
Motion Continuity & Timing Refinement across generated angles	1.0	Fee	\$900	\$900
AI Generation Credits	1.0	Fee	\$3,500	\$3,500
				\$4,400
Assembly & Finishing				
Keying & Compositing - presenters into the generated sets, EN + ES	2.0	Days	\$750	\$1,500
Program Assembly - 2 x 11:00 to the 28:30 break structure, Spanish conform	3.0	Days	\$750	\$2,250
DRTV Graphics Package (supers, price, ISI, CTA) & Look-Match across generated angles	3.0	Hours	\$125	\$375
Music, SFX & Mix to Broadcast Loudness (EN + ES)	4.0	Hours	\$125	\$500
Captions - EN + ES	1.0	Fee	\$300	\$300
				\$4,925
Optional Add-Ons (not included above)				
Short Form Cut Downs - :30 to 1:00	1.0	Fee	\$150	\$150
				\$150
Deliverables included				
11:00 long-form program, 16:9 — English + Spanish	2	Programs		
:60 commercial, 16:9 — English + Spanish (AI-produced)	2	Spots		
Total finished minutes	24	Minutes		

Fills the 28:00 block: each language runs 11:00 of program plus the :60 placed three times, and the 14:00 runs twice. All deliverables 16:9 broadcast-ready. No additional charge - included in the totals above.