

Date: 9/24/26
Project: BillyRx October Campaign 28:00 Bilingual DRTV Block - Traditional 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.

Traditional production: two days of studio production with a full crew - director, director of photography, teleprompter operator, sound, lighting, hair and makeup - and two presenter casts, an English-speaking principal and a Spanish-speaking principal, each performing their own program on camera.

The :60 commercial "The Open Door" is produced as its own unit from the approved storyboard, outside the two shoot days, and delivered into the block in both languages.

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	\$7,300
Production - 2 Shoot Days	\$22,600
Talent	\$4,000
Commercial - :60 "The Open Door"	\$6,200
Post-Production	\$6,300
	Total: \$46,400
	Production Fee (10%): \$4,640
	Grand Total: \$51,040
Optional Add-Ons (not included above)	\$150
	Production Fee (10%): \$15
	Grand Total with Add-Ons: \$51,205

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
Storyboards + Shot List - 2 shoot days	1.0	Fee	\$1,200	\$1,200
Production Design & Set Dressing	1.0	Fee	\$2,000	\$2,000
Casting - English and Spanish presenters	1.0	Fee	\$900	\$900
				\$7,300
Production - 2 Shoot Days				
Director	2.0	Days	\$2,000	\$4,000
Producer / Line Producer - prep and shoot	1.0	Fee	\$1,000	\$1,000
Director of Photography	2.0	Days	\$1,200	\$2,400
Camera Package - 2 bodies, lenses, support	2.0	Days	\$1,400	\$2,800
Gaffer + Lighting & Grip Package	2.0	Days	\$1,600	\$3,200
Sound Mixer + Kit	2.0	Days	\$750	\$1,500
Teleprompter Operator + Prompter Kit	2.0	Days	\$1,200	\$2,400
Hair & Makeup Artist	2.0	Days	\$600	\$1,200
Production Assistant	2.0	Days	\$250	\$500
Studio / Location - set build and shoot	2.0	Days	\$1,500	\$3,000
Craft Services & Catering	2.0	Days	\$300	\$600
				\$22,600
Talent				
English-Speaking Principal (Caucasian) - 2-day session + broadcast usage	1.0	Fee	\$2,000	\$2,000
Spanish-Speaking Talent Set (Hispanic) - principal + supporting, 2-day session + broadcast usage	1.0	Fee	\$2,000	\$2,000
				\$4,000
Commercial - :60 "The Open Door"				
:60 Commercial - English (includes cast development)	1.0	Fee	\$5,000	\$5,000
:60 Commercial - Spanish	1.0	Fee	\$1,200	\$1,200
				\$6,200
Post-Production				
Editorial - 2 x 11:00 from the camera masters to the 28:30 break structure, Spanish conform	6.0	Days	\$750	\$4,500
Color Grade & DRTV Graphics Package (supers, price, ISI, CTA)	8.0	Hours	\$125	\$1,000
Music, SFX & Mix to Broadcast Loudness (EN + ES)	4.0	Hours	\$125	\$500
Captions - EN + ES	1.0	Fee	\$300	\$300
				\$6,300
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	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.