

AI Video Production via DesignIQ	
Turnkey AI-generated video created from text and images on advertiser's website. <ul style="list-style-type: none"> • These AI-generated videos will meet the specifications for pre-roll, OTT/CTV and other digital display tactics both on our USAT Network sites and externally (1920x1080, 16:9 ratio) • Fulfilled by DesignIQ • Example and link to SOP 	\$500.00

Lightswitch Video and Audio Rates

Full-service video production options below are fulfilled by our partner, Lightswitch, and need to be ordered both in Adpoint and in the portal at <https://www.lightswitchvideo.com/partner/localiq>

Small Packages	
Radio or Streaming Audio Ad - Creation of an up-to-30 second audio only piece, including professionally recorded voiceover, using script provided by client or account representative. Includes music, audio mixing and one round of revisions standard.	\$1,095.00
Photo Montage or Edit of Existing Video Content - Creation of one up-to-30 second video using material provided by the client. Video can be created from photography or video files. Pricing does not include sourcing or including stock imagery. Video edit includes music, basic graphical work (title cards and text on screen) and two hours of motion graphic work, one round of revisions standard. VOICEOVER INCLUDED	\$1,295.00
*Add up to 60-second voiceover to any package (scripting not included)	\$490.00
Standard Production Packages	
Entry Level Package (Half day & 1 video) - includes a half day video shoot (4 hours) with one videographer in one location, creation of a video of up-to-30 seconds in length delivered in both horizontal and vertical formats, and one round of revisions standard. Scripting & Voiceover is not included. Video edit includes music, basic graphical work (title cards and text on screen) and one round of revisions standard.	\$2,995.00
Add Scripting to Entry Level Package - Includes delivery of a voiceover draft script and includes up to two rounds of script revisions. Requires an initial consultation call with client to gather script details.	\$595.00
Standard Package (Half day & 2 videos) - includes a half day video shoot (4 hours) with a two person crew (videographer and production assistant) in one location, creation of one video of upto 60 seconds, and one up to 30 seconds in horizontal and vertical formats. Each includes two rounds of revisions. Scripting and voiceover are not included. Video edit(s) includes music, basic graphical work (title cards and text on screen).	\$3,995.00
Top Tier Package (Full day & 3 Videos) - includes a full day video shoot (8 hours) with a two person crew (videographer and production assistant) in one location, creation of one video of up-to-60 seconds in length, and one of up-to-30 seconds in length in horizontal and vertical formats, each video includes two rounds of revisions standard. Scripting and voiceover are not included. Video edit(s) includes music, basic graphical work (title cards and text on screen).	\$4,995.00
Add Scripting to Standard or Top Tier Package - includes delivery of a voiceover draft script for 60s and 30s videos. Includes up to two rounds of script revisions. Requires consultation call with client to gather details.	\$795.00
Add Audio Ad to any package - creation of an up to 30 second audio only piece, including professionally recorded voiceover using script provided by client or account representative. Includes music, mixing and one round of revisions standard.	\$895.00
*Add up to 60-second voiceover to any package (scripting not included)	\$490.00
Ala-Carte Pricing	
Additional rounds of revisions (per round)	\$190.00
60s video from video footage not captured by Lightswitch (up to 60s)	\$1,190.00
60s video created from footage previously captured by Lightswitch (per video)	\$1,050.00
30s video created from footage previously captured by Lightswitch (per video)	\$910.00
15s video created from footage previously captured by Lightswitch (per video)	\$770.00
60 seconds of length to final video (per minute)	\$250.00
Raw footage files (transferred via Dropbox)	\$490.00
Rush Order (first version delivered in less than 10 days from footage capture)	\$490.00
Voiceover - 15-60 second (scripting not included)	\$490.00
Add closed captioning to any video - Custom quoted hourly	\$160.00
Additional Camera	\$350.00

Hourly Rates	
Additional Hour on site of footage capture	\$630.00
Aerial footage	\$630.00
Motion Graphic Design	\$150.00
Animation	\$175.00
Editing	\$145.00
Producer Time & Creative Ideation	\$160.00
HTML5 coding	\$175.00
Scripting	\$135.00
Storyboarding	\$155.00
Full Day Rates (8 hours) - cost for crewmember only - editing can be added from a la carte rates	
Producer/Director	\$2,305.00
DP/Videographer	\$2,305.00
Audio Engineer	\$2,305.00
Hair and Makeup	\$1,785.00
Gaffer	\$2,305.00
Production Assistant	\$1,673.00
Half Day Rates (4 hours) - cost for crewmember only - editing can be added from a la carte rates	
Producer/Director	\$1,745.00
DP/Videographer	\$1,745.00
Audio Engineer	\$1,815.00
Hair and Makeup	\$1,085.00
Gaffer	\$1,745.00
Production Assistant	\$1,015.00

Effective: August 2025