



GASH PRODUCTIONS SERVICES AND PRICE LIST

Price List

Basic Plan: 200 euro

- All media (video, photographs, music, audio) and copy (text) provided by the client.
- 2 Free Revisions

Intermediate Plan: 200 euro for Producing and Editing

Plus:

- 20 euro per hour for sourcing media
- 20 euro per hour for writing copy
- 30 euro an hour for filming scenes and/or photography specific to trailer
- 50 euro per hour for writing music specifically for the trailer
- 20 euro for music from Gash Productions Music Library
- We can help you set up a youtube account for no charge
- 3 Free Revisions.

Premium Plan: 500 euro all inclusive

- We supply all your media and audio needs
- We can film and photograph specifically for the trailer
- Write, produce and record music specifically for the trailer
- Record voice-overs
- Source media - video, photographs and audio
- Free Revisions and unlimited preliminary time to discuss ideas via email

- When sourcing media for yourself, please note that HD (High Definition) video needs a minimum size of 1920 x 1080 px or larger for videos and photographs. We can make use of smaller sizes if necessary with some artful experience in graphic design, but the crisper and clearer your images, the crisper and clearer your trailer
- Music should be supplied in wav or lossless format preferably, but we can also use the highest rate in mp3 if necessary
- Please thoroughly check your copy (text) when giving it to us to include in your trailer.

Once you have an engaging trailer, it's important you make use of the online opportunities to post your trailer. Look for websites in your niche and genre. Upload or place a link to your trailer where book buyers hang out. This is an important step in increasing your audience, product awareness and sales.

If you don't have a video channel on Youtube or Vimeo, we suggest you start one. If you have trouble with this, we can help set one up for you.

Ownership

You will own all rights to your video trailer with the exception of licensed product.

By coming to Gash Productions, you know that a Book Trailer/ or music video with DIY slideshows of some stock images with an imovie template just aren't enough and can in many cases ruin the opportunities for you by distracting the potential reader away from the story rather than to it.

A professional Book Trailer, music trailer or music video, with the right marketing, can make a noticeable difference to how your project is received.

For instance, when Book Trailers are used as a tool for marketing, it can increase the awareness and the sales of your books. See quotes below.

The Research says

"Readers are 64% more likely to purchase your book if they see a Book Trailer that effectively promotes your book." (Source: ComScore)

"Using a Book Trailer on a sales landing page can increase conversion rates by as much as 80%." (Source: Unbounce)

"Visitors to your author website stay an average of 2 minutes longer than on author sites that do not use video." (Source: ComScore)

"92% of mobile video viewers share videos with others." (Source: Invodo)

"Authors who use Book Trailers video in email campaigns can experience Open Rates [increases] from 19% to 300%!" (Source: Forrester Research)

Gash Productions

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Trailer payments can be made through Paypal or via bank transfer.
20% deposit is payable on acceptance of commission and is non refundable.

Disclaimer: Gash Productions or individually Erika Bach and Barry Snaith take no responsibility in the accuracy of content within the video works and are not liable for any/all media or copy sourced by the client.

