

## PODCASTING FOR KNOWLEDGE LEADERS

### WHAT IT IS

From concept to capture and post production, we can help you add rich media to enhance your brand. You can choose audio or video; a single episode or a series of programs. Whichever way you go, we'll be right there, helping you bring your best self to the world wide web.

### SERVICE MENU

Audio/video program format development  
Script development  
Program name & title design  
Audio/video capture for web use  
Editing and post production + licensed music selection

### WHAT'S NOT INCLUDED

Airfare & travel to client meetings  
Original photography or stock license fees  
Music license fees  
Complex illustration/animation  
Postage and shipping  
Hosting

### REQUIREMENTS

Single contact source for all client communication  
Monthly billing paid by the 15th of each month  
Billing cycle runs as scheduled in spite of client-driven delays  
A portion of the fee is due to begin work  
Email notification of project specification changes or additional project requests

### FEE

Audio podcasts starting at \$2,500.00  
Video podcasts starting at \$5,000.00  
\*Number and length of episodes determined during pre-production

### OPTIONAL SERVICES

OPTIONAL SERVICES:  
Script writing  
Host/interviewer  
Podcast directory submission

If you're ready to make an investment in yourself, we're ready to invest ourselves in you.