



2013 COST OF INFOMERCIAL PRODUCTION

Below are the approximate costs for a hypothetical half-hour show over 2012's numbers, based on interviews with long-form producers working from low-budget productions to elaborate, high-end shows.

2012	Low-end	High-end	:	2013	Low-end	High-end
Feasibility study	N/A	\$10,000	:	Feasibility study*	N/A	\$10,000
Primary consumer research	\$10,000	\$40,000	:	Primary consumer research*	\$10,000	\$40,000
Script consultation/concept	\$6,000	\$17,000	:	Script consultation/concept*	\$6,500	\$17,000
Script	\$9,500	\$45,000	:	Script*	\$9,500	\$45,000
Music/audio	\$4,000	\$22,000	:	Music/audio	\$5,500	\$22,000
Crew/equipment	\$25,000	\$108,000	:	Crew/equipment	\$25,000	\$115,000
Location/studio	\$10,000	\$75,000	:	Location/studio	\$10,000	\$75,000
Art direction/stylist	\$4,500	\$40,000	:	Art direction/stylist	\$4,500	\$40,000
Props	\$2,800	\$25,000	:	Props	\$2,800	\$25,000
Editing	\$27,000	\$94,000	:	Editing	\$27,000	\$100,000
Catering	\$2,500	\$7,000	:	Catering	\$2,500	\$7,000
Director	\$7,500	\$36,000	:	Director	\$7,500	\$36,000
Voiceover	\$3,500	\$6,500	:	Voiceover	\$3,500	\$6,500
Animation/graphics	\$7,000	\$50,000	:	Animation/graphics	\$8,000	\$50,000
Audience	\$4,500	\$15,000	:	Audience	\$5,500	\$15,000
Mark-up (25-35%)	\$30,950	\$206,675	:	Mark-up (25-35%)	\$31,950	\$211,225
TOTAL	\$154,750	\$797,175	:	TOTAL	\$159,750	\$814,725

* Depending on the arrangement, feasibility studies, primary consumer research, script consultation/concept, and the script may or may not be subject to markup for an infomercial