

## 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.

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

<sup>\*</sup> 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