



**BILLING RATES - FY 18/19**

**DEPARTMENT NAME :**  
**Marketing & Brand Strategy**

**VICE-PRESIDENT AREA :**  
**CABS**

<b>DESCRIPTION OF COMMODITY OR SERVICE :</b>	<b>UNIT OF BILLING</b>	<b>FY 18/19 RATE</b>	<b>CUSTOMERS BEING SERVED</b>
Freelance Photography	per hour	\$100.00	Internal and External
Digital Photo Shoots	per hour	\$30.00	Internal and External
Equipment Replacement Overhead Fee	each order	\$10.00	Internal and External
After hours rate per photographer	per hour	\$65.00	Internal and External
Rush expediting of images from shoot (anything less than one business day)	each order	\$50.00	Internal and External
Clemson World ad - Outside Back Cover	each	\$2,620.00	Internal and External
Clemson World ad - Inside Front & Back Covers	each	\$2,620.00	Internal and External
Clemson World ad - Single Page - color	each	\$2,130.00	Internal and External
Clemson World ad - 1/2 page (vert) - color	each	\$1,065.00	Internal and External
Clemson World ad - 1/2 page (horiz) - color	each	\$1,065.00	Internal and External
Clemson World ad - 1/4 page (vert) - color	each	\$530.00	Internal and External
Clemson World Online - Rotating Ad	monthly	\$100.00	Internal and External
Clemson World - Sponsored Email Banner Ad	monthly	\$300.00	Internal and External

Clemson World - 10% discount offered for annual Clemson World Advertising contracts; Flexibility to offer 5-10% discount for first time advertisers, alumni-owned businesses, multiple ads in a single issue; 25% off digital advertising for Clemson World print advertisers; CW Advertising Package: 10% off for those purchasing a package including a half or full page ad in 3 issues, 12 months of digital ads, and one email sponsorship.



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Localist banner ads - for online calendar	week	\$25.00	Internal
Studio Production INTERNAL (switched 3 camera production graphics, live streaming and archival recording)	per hour	\$250.00	Internal
Studio Production EXTERNAL (switched 3 camera production graphics, live streaming and archival recording)	per hour	\$500.00	External
Studio setup fee INTERNAL	per each	\$50.00	Internal
Studio setup fee EXTERNAL	per each	\$100.00	External
Live Shot for broadcast INTERNAL	per hour	\$375.00	Internal
Live Shot for broadcast EXTERNAL	per hour	\$750.00	External
Live audio studio interconnect INTERNAL	per hour	\$70.00	Internal
Live audio studio interconnect EXTERNAL	per hour	\$140.00	External
Audio/Voice over studio recording INTERNAL	per hour	\$80.00	Internal
Audio/Voice over studio recording EXTERNAL	per hour	\$160.00	External
Remote Full Scale Field Production (switched production, 4 cameras, standard graphics, live to disk archival recording) INTERNAL	per day	\$2,250.00	Internal



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Remote Full Scale Field Production (switched production, 4 cameras, standard graphics, live to disk archival recording) EXTERNAL	per day	\$4,500.00	External
On location two camera basic switched production INTERNAL	per hour	\$300.00	Internal
On location two camera basic switched production EXTERNAL	per hour	\$600.00	External
On location live streamig capabilities per production INTERNAL	per each	\$100.00	Internal
On location live streamig capabilities per production EXTERNAL	per each	\$200.00	External
Remote Full Scale Production Setup Fee per production INTERNAL	per each	\$300.00	Internal
Remote Full Scale Production Setup Fee per production EXTERNAL	per each	\$600.00	External
On location/studio single camera video recording INTERNAL	per hour	\$125.00	Internal
On location/studio single camera video recording EXTERNAL	per hour	\$250.00	External
On Location Film-style Field Recording (3 cameras, stablizers, lights, light modifiers) INTERNAL	per hour	\$337.50	Internal
On Location Film-style Field Recording (3 cameras, stablizers, lights, light modifiers) EXTERNAL	per hour	\$675.00	External



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On Location single camera video field recording INTERNAL	per day	\$937.50	Internal
On Location single camera video field recording EXTERNAL	per day	\$1,875.00	External
On Location Film-style Field Recording (3 cameras, stablizers, lights, light modifiers) INTERNAL	per day	\$1,437.50	Internal
On Location Film-style Field Recording (3 cameras, stablizers, lights, light modifiers) EXTERNAL	per day	\$2,875.00	External
Video Post-production (editing, color correction, effects, etc.) INTERNAL	per hour	\$125.00	Internal
Video Post-production (editing, color correction, effects, etc.) EXTERNAL	per hour	\$250.00	External
Audio Post-production INTERNAL	per hour	\$62.50	Internal
Audio Post-production EXTERNAL	per hour	\$125.00	External
Motion Graphics Production INTERNAL	per hour	\$125.00	Internal
Motion Graphics Production EXTERNAL	per hour	\$250.00	External
Dubbing/Ingesting/Encoding INTERNAL	per hour	\$42.50	Internal
Dubbing/Ingesting/Encoding EXTERNAL	per hour	\$85.00	External



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Pre-production development/conceptualization INTERNAL	per hour	\$40.00	Internal
Pre-production development/conceptualization EXTERNAL	per hour	\$80.00	External
Scriptwriting INTERNAL	per hour	\$60.00	Internal
Scriptwriting EXTERNAL	per hour	\$120.00	External
Broadcast Engineering Services INTERNAL	per hour	\$62.50	Internal
Broadcast Engineering Services EXTERNAL	per hour	\$125.00	External