

Ad Production  
Standards for TV Timeline  
and Short Format Internet Videos



# Trends

*The realities of production today are:*



The need to draw customers quickly with your production produces a shorter timeline.



New technology allows this process to move much more smoothly and quickly than possible in the past.

*Be sure you help in setting the stage for your needs:*

*Allow enough time to produce*



**YOUR  
ROLE**





# Planning & Creating Development

## *Schedule & Budget*



# Schedule

*How much time is needed to produce your commercial or short format video?*



3 - 6 weeks\*

If the shooting is in one location with minimal setup.



6 - 8 weeks\*

If shooting in multiple locations with multiple setups. Also if it includes color treatment/correction for footage and on-screen graphics and text.

\* includes shooting and editing.



# Trade-offs for short schedules and small budgets



1. Lower cost / smaller production crew
2. Fewer choices in location shooting and lighting
3. Tighter shooting deadlines
4. Unclosed sets for filming
5. Margin for missed corrections in proofing process.
6. Miscommunication on final renders  
This can contribute to misunderstandings during pre-production
7. Less Post Production time for tight and precise rendering.





# Ad Production Standards for TV Timeline and Short Format Internet Videos

JUSTBASLPRODUCTIONS

*Just Basl Productions is in business to give you the most creative and highest quality video possible on your budget. We have invested in a growing technology that allows us to keep our production costs low to fit your needs. Start your free consultation today and contact Jarrod Sumpter at [jarrod@justbaslproductions.com](mailto:jarrod@justbaslproductions.com)*

[www.justbaslproductions.com](http://www.justbaslproductions.com)

# Overview Planning & Creating Development



Planning

Meet with marketing and production team  
Discuss creative ideas, development, research  
and budgeting



Creative Development



Bidding

- Pre-Bid Estimate  
"Key Meetings"



Pre-Production

- This is where a preliminary  
shot list will be presented  
"Key Meetings"



Filming/Shooting

- Depending on the  
shoot needs\*\*  
1 - 3 Days



Post Production

- Rough Cut for Approval  
and/or changes.\*\*
- Final Product  
"Key Meetings"  
7 - 14 days

\*\*Note: Additional time may be required for graphics/text and client requested reshoots



# Schedule Variables



Adding new elements or extensive elements to your production can and most likely will add more time and cost.



Creating a custom music bed.

● 1-2 weeks



Additional time for shooting or re-shooting

● TBD



Custom set building or camera rig building

● 1-12 weeks



Custom animation of text and graphics.

● 2-6 weeks

