

**PICTUREANYWHERE**

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**Price list for Content measurements  
2004-2005**

	<b>Feature length Movie</b>	<b>TV Sitcom</b>	<b>Short Movie</b>	<b>Advertisement /Infomercials</b>	<b>Corporate Presentations</b>
<b>Lengths of the Program/Content</b>	1 hour to 3.5 hours	3 Episodes (20 to 25 minutes each episode)	5 minutes to 49 minutes	20 seconds to 30 minutes	5 minutes to 1 hour
<b>Free Consultation Session</b>	1 hour	1 hour	30 minutes	30 minutes	30 minutes
<b>Number of Pre-Sessions (free) 5 mins to 1 hour</b>	5	5	3	2	2
<b>Number of Sessions 5 mins to 1 hour</b>	7	7	4	3	3
<b>Total Price</b>	<b>12000</b>	<b>10000</b>	<b>2000</b>	<b>2000</b>	<b>2000</b>
<b>Session1</b>	10000	9000	1500	0	0
<b>Session2</b>	2000	1000	500	0	0
<b>Session3</b>	0	0	0	0	0
<b>Session4</b>	0	0	0		
<b>Session5</b>	0	0			
<b>Session6</b>	0	0			
<b>Session7</b>	0	0			

**All Prices are in US Dollars**

The prices are not hourly rates for each session, the prices are for the entertainment measurements and reports and the sessions are to discuss the measurements.

### Free Consultation Session:

- Ask any questions and determine if entertainments measurements are for you.
- What are measurements and how does it help you?
- What are your goals?
- Do you already have a Completed Script?
- Do you need help in completing a Script?
- Do you have Storyboards?
- Can Pictureanywhere determine the impact of each scene and the overall impact by just using the Script and Storyboards?
- Can we help you determine the depth in Story?
- Learning about each other; what else can we do for you?

### Preliminary Session:

- Here we talk about your agenda and the timeframes.
- Talk about what you will be sending us such as the Scripts, Storyboards, and Photographs etc.
- Before any Session, Pictureanywhere will do measurements for the Script you have sent us. The money you pay is for the measurements; we dissect the Scene into pictorial elements and generate the entertainment measurement reports.
- We will mail or fax you the reports, our preferred method is by email
- After you have the reports we make an **Appointment** to discuss the strengths and weakness of the Script during a real session.

### Session:

- We will answer any questions you have about the reports
- Discuss all the areas of the Script or Storyboards, its strengths and weakness
- This is an iterative process, every time you modify the Script the measurements change and we need to measure it again, then we go back to the Pre-Session and repeat the process all over again.
- Majority of the work is accomplished in the first session itself and at the most you will need one more session. Sometimes if you need more Sessions then it is handled on a case by case basis.

### Contract:

- Before we do any measurements a Contract must be signed by you and faxed/mailed to us.
- From our side if you like we will sign a Non Disclosure Agreement (NDA).
- Without written permission from you we will not disclose any confidentiality information
- Prices are not subject to change after the Contract is signed

### Payment methods and frequencies:

- Payments must be made via Checks or PayPal.
- For all the payments made in full before the first session a discount of 10% will apply.
- All the Sessions must be completed within 1 year from the start date of the first session after that there will be no refund for the uncompleted sessions.
- Before we begin measurements, payments must be made for at least the cost of the first Session.