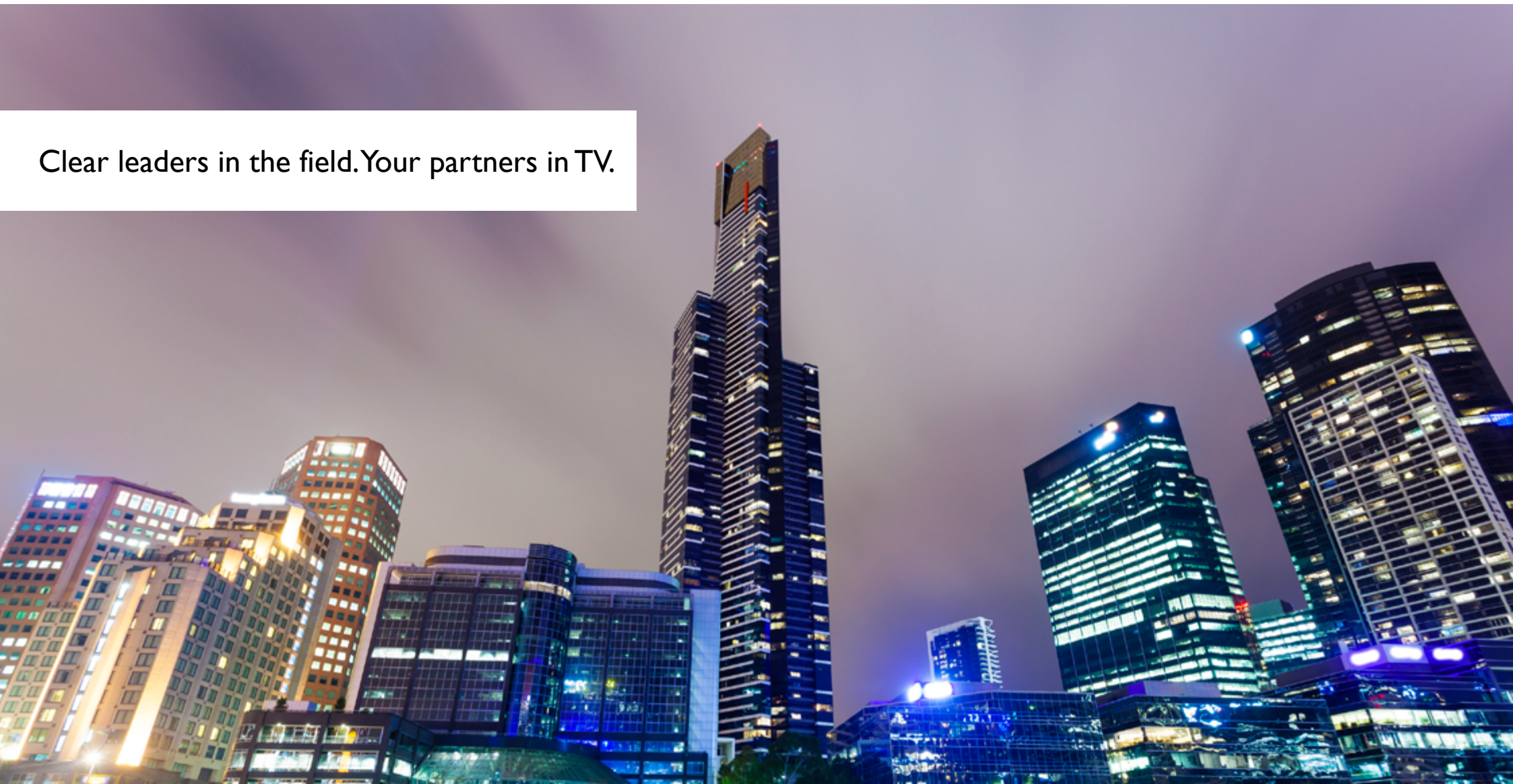




Quick guide to BSTVADS process and pricing for your campaign

Clear leaders in the field. Your partners in TV.





"Nailed it guys. The scope was spot on, the idea was great and the tv ad far exceeded our expectations. Sales are up- that's what we care about."
Kane Law, Tuckers Pet & Produce Australia

"They produced a TVC for us. Their energy, intelligence, creativity and passion is fantastic. On top of that their ability as a director is outstanding. Speed and follow through was also exceptional"
Gavin Ross, CEO Gavin Ross & Co.

Getting started with television

We split TV advertising into two areas; production and then your airtime

PRODUCTION PACKAGES

COMMERCIALS

Starting at **\$2,395**



Because advertising on TV can be a complicated area, we've developed packages to assist you with production. After years of experience and hundreds of produced TV commercials, our team at BSTV have developed unique TV commercial package deals which help early marketers get to air. You'll also need airtime in the chosen city or state you want to advertise to- we can help you here too.

It's all about trust. Your budget and your brand are in the hands of the people you are trusting to produce your TV campaign.

Production is a complex area and we work with you to carefully plan, script, cast, shoot, edit and master your campaign- making sure that you sign off at every stage. This was the only surprises are good surprises!

Included in the prices below is your legal certificate of broadcast compliance from Free TV- the governing body for Australian free to air TV advertising. We take care of that too.

BUDGET BROADCAST

HDTV animated, stills, music voice and strategy.
Perfect for stills/stock images
Broadcast certificate included
Use also online / social media

\$2,395+gst

MEDIUM BROADCAST

HDTV shoot with an actor/ presenter
Glossy & stylish pro mastering
Full HD shoot day
Broadcast certificate included
Use also online / social media

\$5,450+gst

Most popular

ADVANCED BROADCAST

HDTV shoot with actors / presenters
Glossy & stylish pro mastering
Full HD advanced shoot day
Specialised equipment
Infographics / animations
Broadcast certificate included
Use also online / social media

\$9,950+gst

AIRTIME

We can explain that on the next page!

Sometimes the quote can be more or less depending on the requirements of the brief.
As the client you get the final say.



Airtime and media planning

Airtime is a very complicated area of your TV campaign. We hear so many horror stories of clients saying they tried a company who offered them 400 commercials and a free TV ad for a fixed price. Let's be clear- there is NO such thing as a one size fits all. It's like walking into a travel agency and them saying you're all booked, it'll cost you X dollars. They haven't asked you where you want to go, who you're going with, how long for and what special requirements you'd like!

We work independently with all of the networks in Australia. We work out your budget based on what you can invest comfortably and we then send a mini-tender to the networks to pitch for your money and campaign. We then go through the proposals with a fine tooth comb and weed out the good from the bad. You are then presented with the winning props.

It's a science; audiences move around the channels and time slots and we use the data and research to have your TV ad follow them.

If you are wanting to target a metropolitan city like Melbourne, Sydney or Brisbane then you need to allow for about \$15-20k for two weeks on air. This would get you a mix of daytime, evening and weekend- perhaps on something like a major channel with their digital affiliate included. Any less and we've found people don't get results. But we have had success with a purely daytime TV schedule for around the \$7-9k price.

For regional campaigns for an area such as Ballarat or Newcastle- allow around \$6-10k for a solid campaign.

It all depends on your target audiences, your demographics, your area to advertise in and a lot of variables which need to be taken seriously.

We also craft campaigns across the Foxtel system too which is handy if you want a national campaign and target a specific demographic.

Let's talk.

What next?

When you're ready to move forward, BSTV Advertising works with you to settle on an idea for the creative production and settle on that. We issue a basic agreement which we both sign and we get to work. You are across every stage of this. In the background, we'll start the search for the winning TV airtime schedule to show you what you'd get for your investment. Once you're happy that will be booked in for you.

We bill your production and your airtime separately meaning if you don't decide to go with us for the airtime, then that's no worries. You can take your commercial with you and use another firm.



FOXTEL

