

# Video Business Profiles



November 2011

Now Your Business has the opportunity to tell your story in high quality, professional video! Shaw Video Works can produce your Video Business Profile from start to finish, each project custom tailored to meet your needs. Your Business can reach new customers, train employees, grow your franchise and more with an affordable, effective Video Business Profile.



## How It Works

- Select the Video Option that is right for Your Business.
- Our team creates a script that meets Your Business' needs.
- We shoot, edit, and provide you a copy for your approval.
- Your completed Video Business Profile is delivered to you on DVD.

## Video can be used for:

- In-store video
- A commercial on Your Business' Web Site
- Employee training
- Growing Your Business franchise
- Business expo video display
- Direct mail Your Business DVD to target customers

## Your Business can highlight:

- Business history
- What makes Your Business unique
- A specific division of your company
- Customer & employee testimonials
- Product demonstrations
- Industry awards
- Contact info
- Hours and directions
- Sales offers
- Manufacturing process
- Community involvement
- Safety instruction

## Video Levels

| LEVEL 1                  | \$899 | LEVEL 2                  | \$1,499 |
|--------------------------|-------|--------------------------|---------|
| :30 Seconds in Length    |       | 1 Minute in Length       |         |
| Script Approval          |       | Script Approval          |         |
| 1 Location               |       | 1 Location               |         |
| 1 Interview              |       | 1 Interview              |         |
| Logo and Introduction    |       | Logo and Introduction    |         |
| Name Graphics and Titles |       | Name Graphics and Titles |         |
| 1 DVD                    |       | 1 DVD                    |         |

| LEVEL 3                  | \$1,999 | LEVEL 4  | \$2,899 |
|--------------------------|---------|--|---------|
| 2 Minutes in Length      |         | Up to 4 Minutes in Length                      |         |
| Script Approval          |         | Script Approval                                |         |
| 2 Locations              |         | Up to 4 Locations                              |         |
| 2 Interviews             |         | Up to 3 Interviews                             |         |
| Logo and Introduction    |         | Up to 3 Testimonials                           |         |
| Name Graphics and Titles |         | Voice Over (Company or Shaw Video Works)       |         |
| Created Music Track      |         | Tailored Introduction, Titles, and Transitions |         |
| 3 DVDs                   |         | Tailored Graphics and Name Title Bars          |         |
|                          |         | Created Music Tracks (or buying rights music)  |         |
|                          |         | 10 DVDs  |         |
|                          |         | Animated Sequence/Special Effects              |         |
|                          |         | Custom DVD Labels                              |         |

## Additional Features:

|                 |                   |                              |                   |
|-----------------|-------------------|------------------------------|-------------------|
| • Video Editing | \$150 per project | • Advanced Computer Graphics | \$500 per project |
| • Music         | \$500 per project | • Extra DVD copies           | \$25 per copy     |

• Custom video production available.  
Contact your sales representative for more information.

[shawvideoworks.com](http://shawvideoworks.com)

**SHAW VIDEO WORKS**  
SHAW VIDEO WORKS

**SHAW**  
SUBURBAN MEDIA  
of Greater Chicago