



marketing
BUDGET ESTIMATES

This checklist is a rough guide to the minimum costs required to create each of the marketing elements. There are many additional considerations depending on the scale of the production, the location and the overall budget.

Item	Minimum \$
Unit publicist including production notes	15,000
Unit stills photography	10,000
Special shoot	5,000
Retouching and hi-res delivery	2,000
Key art design and delivery	8,000
EPK – production/edit/delivery	10,000
DVD extra material – production/edit/delivery	5,000
'TV making-of special' edit/delivery	5,000
Website development and design/hosting	4,000
Online component – social media	6,000
Trailer/teaser/promo production and delivery	30,000
Alternative trailers/promos for online use	10,000
Test screening(s) – fine cut, completion	20,000
Additional considerations: - travel and accommodation for unit publicist, photographer and EPK crew - funds for music licensing	