



# Educational Content Package – Monthly Retainer

The **Educational Content Package** on a monthly retainer is perfect for organizations, institutions, and businesses looking to regularly produce and distribute educational or instructional content. This could serve a broad audience, including internal training for companies, online course creators, educational institutions, or any entity aiming to educate their audience on specific topics, products, or services.

**Target Audience:** Educational institutions, corporate training departments, online educators, content creators, and businesses needing regular instructional or educational content.

**Pricing:** \$6,000 - \$12,000 per month

## Deliverables:

- **Videos:** 4 detailed educational or instructional videos per month, each 5-10 minutes long.
- **Content Development:** Initial monthly meeting to plan content topics, objectives, and key takeaways. Continuous collaboration with the client to ensure content accuracy and relevance.
- **Scriptwriting:** Professional scriptwriting services to structure each video for clarity, engagement, and effective learning outcomes.
- **Pre-Production:** Storyboarding to visualize the content flow and any necessary graphical or textual elements. Planning and coordination of any required on-screen talent or voiceover artists.

- **Production:** 2 days of filming per month, which can be on-location or in a studio, depending on the content requirements. Includes professional lighting and audio recording to ensure high-quality production values.
- **Post-Production:** Editing, including the incorporation of engaging on-screen graphics, animations to illustrate concepts, and licensed background music. Color grading and audio mixing to enhance video quality. Two rounds of revisions per video to ensure client satisfaction.
- **Supplementary Materials Creation:** Design and production of downloadable PDFs or interactive quizzes that complement the video content, if required.
- **Optimization:** Delivery of videos in formats optimized for various platforms (e.g., e-learning platforms, YouTube, corporate intranets).
- **Performance Review:** Quarterly meetings to review content performance, learner engagement, and feedback to refine and adjust content strategy as needed.

### **Optional Add-Ons (For Additional Fees):**

- **Additional Videos:** For clients requiring more than 4 educational videos per month, priced at \$1,500 - \$2,500 per additional video, depending on complexity and length.
- **Extended Production Time:** Additional filming days or locations, priced according to the scope and logistics required.
- **Advanced Motion Graphics and Animations:** For complex concepts that require high-quality animations, starting at \$600 per video.
- **Professional Talent:** Hiring of professional educators, actors, or presenters, if needed, priced according to market rates and talent level.
- **Expedited Delivery:** For faster turnaround times, priced at an additional 20% of the monthly retainer fee