

CHRIS LAYHE ASSOCIATES, INC.

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CLAI General Rate Card

Spring 2010

Chris Layhe Associates, Inc. are a full service film, video and broadcast production company and as such we are usually asked provide all of the elements requiRED to create a project - from concept and scripting, all the way through shooting, 3D animation and soundtrack production, to post-production, post-finishing and mastering to tape, DVD, Blu-Ray and file formats. Because we provide this complete service we almost always quote on any production on a per project basis once a brief has been established, as the budget is rarely as simple as adding three or four numbers together on a spreadsheet!

However, we do also provide just those individual disciplines and equipment needed on a client's production, and the general rate card below gives an indication as to what those costs might be, and what equipment we have available in-house - we can, of course, bring in all manner of other specialist items and personnel from the small group of people and companies we work closely with on an everyday basis.

Location & Studio Equipment & Production Personnel:

We primarily run RED Digital Cinema camera systems as our main shooting tools, with the incredible quality that 4k digital RAW images combined with Super 35mm film equipment can produce in the hands of an expert. All of our in-house staff have been trained at RED, in addition to having significant experience with other camera systems. We can also shoot on Sony HDW-F900 HDCam, Canon 7D and HDV formats.

We do not provide any RED equipment on a purely rental basis, it is only available with either our own DIT, DP and/or Director as the exposure, look and menus can be tricky to handle, it is constantly being updated to add more features, and is so modular that getting the right bits in the right places can be a challenge! We suggest always consulting with ourselves to get the right workflow established prior to going on location or into the studio.

RED One Camera Package

\$/day

RED One camera body base pack:

550

Camera body, LCD monitor, 4# batteries,
2# 8gb CF cards, 320gb RED drive, 6# 19mm
rails, camera plate, handles & hand-held setup.

RED EVF:

150

Electronic viewfinder with nogra arm.

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design.write.shoot.animate.edit.author.direct.produce.red

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2 nd RED drive: Extra 640gb RED drive	70
RED Pro Prime lens set t1.8: Full 24mm, 35mm, 50mm, 85mm & 100mm set.	450
Angenieux HR 25-250mm lens t3.9: Long zoom lens with lens support.	250
Zeiss 16mm Super Speed prime set t1.2: 2k capable 9.5mm, 12mm, 16mm & 25mm set.	150
Arri FF4 follow focus & REDrock matte box: Including 6# assorted 4 x 5.6 filters.	100
RED 18-50mm lens t3: Wide angle zoom lens	150
DIT computer "look & wrangling" station: 17" Macbook pro, 1tb external hard disk, RED tools & editing software.	125
Panasonic BLTH17: 17" LCD monitor with HD-SDI inputs/waveform.	150
Super-Computer RED Rocket: MacPro 8 Core Tower with RED Rocket encoder, 1tb external hard disk, RED tools & editing software. This system is not for copying files to backup drives, although it can do that, it is made for viewing 4k R3D files in real time on monitors, recoding this signal to tape, rendering Dailies/Hourlies files in real time, and fully color correcting and outputting 4k ProRes 4:4:4 or Avid DNxHD files on location at approximately 30 times the speed of a non-Rocket 8 core mac. This system essentially allows the operator to be giving you finished files for editing while you are shooting. We suggest that the DIT be allowed to handle the full-time tasks of running the RED and one of our other post-production personnel be brought in to run the RED Rocket system. We can also offer this as a service where we turn up on location at a given time and just encode your footage for final editing by ourselves or others - even if you aren't using our RED systems.	350

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Audio

Location audio kit: 150
4 channel psc m4 MkII stereo mixer, 5# Tram lavalier mics, 2# hand mics, snake & headphones.

Lectrosonic wireless lavalier mics: 100
2# uhf wireless body & receiver kits with Tram lavalier mics.

Sennheiser boom with wind zeppelin: 50
Sennheiser 216t long shotgun mic.

Lighting

Kino lighting kit: 85
2# 2x2ft Kinoflo Diva Lites, 4x2ft Kino Lite, daylight & tungsten Kino bulbs, 3# lightweight stands.

Lowel lighting kit: 50
3# 500w Lowel pro spots, 2# 750w V-lights, 5# lightweight stands.

Source Four gobo spot & Chimera soft box kit: 85
750w Source Four gobo light, assorted gobos, large Chimera 1k soft box & 1k mogul.

Lowel soft box kit: 50
2# Lowel 1k/2k soft boxes, 2# heavyweight stands.

Altman studio fresnel (blues) kit: 80
5# 1k or 750w fresnels.

C-stands (each): 10

Blue & green chroma "pop-out" backgrounds: 50
6ft/8ft blue &/or green chromas.

Goal post & assorted backgrounds: 60
Large photographic studio "splodgy paint" backgrounds & support stands.

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Camera support

O'Connor 50 fluid head: Heavyweight 50lb tripod head with long & short legs	80
Vinten 12D tripod head & legs: Midweight 30lb tripod head & legs.	60
Libec H70 tripod head & legs: Libec midweight 25lb tripod head & legs.	30
High hat:	10

Other camera equipment

HVR-V1U HDV package: Sony HVR-V1U HDV camera (1080p), 4# batteries, Sony short shotgun mic & wide angle adaptor	300
Canon 7D HD-SLR video/stills package: Canon 7D HD-SLR (1080p & 18mb), handheld support system, 3# 8gb CF cards, 2# 16gb CF cards, 2# batteries, viewer, Canon 50mm f1.4, Canon 22-50mm wide angle & Canon 70-200mm zoom, LCD hood/viewer & shoulder mount system.	450
Canon H10 HDV pov package: 2# Canon H10 automatic HDV palm camcorders for point of view positions/lockdowns.	100

Other equipment

We can also source & provide almost any other equipment you may require on an individual quote basis.

Crew & Post services

These rates are variable depending upon the schedule, hours, travel time and experience and skill levels necessary for the crew personnel, hence the +.

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DIT: (our RED always goes out with a DIT) 450+
Digital imaging technician, RED trained, to data wrangle, look after/monitor all camera settings including exposure in REDLog for recording & REDSpace for viewing, plus create/demo looks on-screen for DP & Director. Based on 8 hour day, plus travel & expenses.

Camera operator: 550+
Based on 8 hour day, plus travel & expenses.

Director of Photography: 650+
Based on 8 hour day, plus travel & expenses, plus location visits & consultancy time.

Director/Producer: 650+
Based on 8 hour day, plus travel & expenses, plus location visits & consultancy time.

Other crew: 450+
We can also provide camera assistants, audio recordist/engineers, gaffers, etc. To meet your precise needs. Costs are quoted on a per project basis due to experience/skill & rate variances. All crew costs are days plus travel costs & expenses.

Post-Production: 150/hr
The RED digital cinema system requires complicated one light correction & file output rendering to get suitable footage for editing from the raw files created. We provide this post-preparation service, along with post consultancy & post finishing/mastering for final color correction from original 4k R3D files and output to HDCam master tape, DVD, Blu-Ray & Internet formats - all at a flat rate of \$150/hr.

Pre-Post/RED Rocket: 150/hr
Using our RED Rocket system we can totally change the requirements for rendering time on RED projects, and provide vastly more editor-friendly workflow options and techniques (30 times plus faster rendering is a major paradigm shift!). We consult on workflow from pre-production through post and finishing,

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as well as providing any editing services you may require at the highest levels of creativity.

RED Rocket On The Road:

250/hr

We also offer the RED Rocket service as a plug-in for your own productions, even if you are not using our other services and equipment. For this we can either turn up just with the RED Rocket computer system, drives and monitors and color correct and output either dailies and/or finished files for editing at a time and place you tell us or bring along our full blow 32ft Class A Production RV with two edit suites and all the comforts of home for dailies production and screening. This is a great way of cutting back on crew time at the end of the day while providing all of the feedback of a complete dailies service on location - wherever that might be! Our rates are for time on location, to which we add mileage and travel time.

Insurance & terms of business

All equipment rentals require equipment & liability insurance, unless our crew are operating when we accept limited responsibility. All rentals, unless prior agreed, require 50% payment at booking & 50% payment on delivery prior to shooting. Cancellation within 48 hours of shoot is subject to 50% of cost, within 24 hours is subject to full anticipated cost.

This rate card is intended only as a guideline, please call us on 831.477.1806 or email chris@CLAi.tv for a project specific quote.

Further details of our services and equipment, along with sample 4k footage, can be found at <http://www.CLAi.tv> & <http://www.REDfilm.us>