

# Basic E-Commerce Micro-Site “EMS”

## Creative Services Include:

An interactive multi-media, media rich micro website and video production services

## Optional Micro-Site Categories

### Introduction

Product or Service Video Presentation Segments  
Video Management or Sales Staff Statements  
Animation Video Segments

Video Taped Customer Testimonials  
Instructional Video Segments  
Call to Action, or Special Offer Video

## Description of Services

**Micro Site Web Interactive Module Design & Programming** \$ 2,500.00

**Web site development with Media Rich Video Upgrades:**

Web Video: Opening web host with links to up to 1 video segments \$ ,500.00

**Web Development Sub-Total** \$ 3,000.00

**Video Production Development**

Web host introductions (1) - (30 to 90 Sec.) \$ 1,000.00  
○ Professional on & off camera talent

**Product or Service Video Presentation Category (or any combination)**

One product or service video segment (1.5 to 3 min. each) \$ 3,500.00  
(Additional Video Segments \$1,000.00 per/minute)

**Video production elements include:**

- All required scripting and storyboarding
- Up to two days of EFP (electronic field production and/or Studio) videotaping
- Use of production film library
- All required 2D & 3D graphics
- Professional licensed background music
- Professional licensed sound effects
- Professional off camera talent
- All required digital non-linear editing
- Special effects transitions
- One Betacam Master, one DVD master & one VHS Master

**Product or Service Video Presentation Totals** \$ 4,500.00

**Total Internet Marketing Module  
And  
Video Production Cost  
\$7,500.00**

[www.thealtekgroup.com](http://www.thealtekgroup.com) / [info@fullservice.com](mailto:info@fullservice.com)

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