



CUSTOM ANIMATION • PRICING & PRODUCTION

A clear path from **idea** to delivery

Published rates, defined approvals, and predictable scope.



STORY

\$1,000 / minute

Focused stories and simple promotion

CINEMATIC

\$2,000 / minute

Campaigns, launches, and music videos

UNIVERSE

\$5,000 / minute

Premium worlds and advanced productions

CHOOSE THE PRODUCTION LEVEL THAT MATCHES THE WORK

Production limit	Story	Cinematic	Universe
Shots per finished minute	Up to 8	Up to 16	Up to 30
Characters	1 main + 2 extras	2 main + 6 extras	5 main + 20 extras
World building	2 locations + 2 elements	4 locations + 4 elements	8 locations + 8 elements
Motion / effects	Mostly simple	Mixed complexity	Advanced interaction / effects
Final master	1080p	1080p	4K-upscaled + 1080p
Asset package	Standard	Expanded	World bible + expanded source export*

30-SECOND SHORT CLIP

\$500

Up to 4 shots • 1 main subject • 1 location • simple motion • basic story support • client-supplied audio • one 1080p master

RUNTIME BILLING

Simple calculation

31–60 seconds = 1 minute. After 1 minute, round up to the next 30 seconds. Titles, end cards, and credits count.

QUALIFYING STORY DISCOUNT

10% off

One subject and style • limited settings • locked audio/timing • no lip sync, crowds, or complex effects • up to 6 shots/minute

EVERY LEVEL INCLUDES THE COMPLETE PRODUCTION PATH

- Creative brief, objective, story/message, script or beat development
- Visual treatment, art direction, approved characters, locations, and custom elements
- Numbered shot list, storyboard, timing, final key images, and motion direction

- Human-directed generation, selection, correction, animation, and editing
- Color, titles, transitions, audio sync, quality control, and one primary aspect ratio
- MP4/H.264 master plus the clean approved asset exports listed in the work order

Pricing examples: 1:30 Story = \$1,500 • 2:30 Cinematic = \$5,000 • 3:30 Universe = \$17,500

*Source or project files are included only when listed and technically available. Optional at other levels.

**FROM APPROVED SCOPE TO FINAL DELIVERY****One production path. Clear decisions at every stage.****The signed work order is the project baseline**

It records the level, runtime, price, production limits, deliverables, formats, audio, schedule, review windows, payment dates, authorized approver, licensing, rights, confidentiality, and any special terms.

Phase	Studio creates	Included client review	Written approval locks
1 DEFINE	Brief, goals, audience, use, scope, schedule, quote, and work order	Scope review + written approval	Level • runtime • price • deliverables • approver
2 DEVELOP	Story/message, beats, art language, characters, locations, and core assets	1 story round + 2 character/world rounds	Concept • beats • audio foundation • identities • art direction
3 PLAN	Shot list, storyboard, timing, final key images, motion, effects, and pacing	2 storyboard rounds + 1 per image batch + 1 motion round	Shots • order • framing • timing • composition • movement
4 PRODUCE	Animation, edit, audio sync, color, titles, transitions, and sound	1 consolidated animation/edit pass	Motion • timing • transitions • use of approved footage
5 FINISH	Included revisions, QC, technical corrections, final approval, delivery, and archive	Technical corrections only after final approval	Final master • listed assets • 90-day project archive

APPROVAL STANDARD

- Only the authorized approver may approve by email, portal, or signed record.
- Feedback must be consolidated and returned within 5 business days; late feedback pauses the schedule.
- Silence is not approval. Studio errors or deviations from approved scope are corrected at no charge.

REVISION OR NEW SCOPE?

- Revision: adjusts approved work inside the current brief, limits, and included round.
- New scope: changes an approved decision, adds work, exceeds a limit, creates another version, or reopens a closed stage.
- After a stage is approved, downstream work begins and upstream changes require a change order.

CHANGE-ORDER TRIGGERS

- New or revised concept, story beat, character, location, outfit, prop, product, shot, runtime, motion, or camera direction.
- Replacement of an approved key image or animated shot; added ratios, versions, languages, captions, social edits, music, VO, talent, licenses, source files, or rush timing.
- Request → studio impact/price/timing → written approval → invoice → schedule update.

What is delivered—and what is not

Delivery includes unwatermarked final masters and the approved assets named in the work order. Raw generations, rejected alternatives, proprietary accounts or workflows, unlisted editable files, hired talent, and restricted third-party components are excluded unless specifically listed.

**PUBLISHED UNIT PRICING AND OPERATING TERMS****A practical reference for building and managing a quote.**

SCOPE ADDITIONS				PAYMENT AND START			
Character / world	Price	Shot / delivery	Price	• 40% booking payment after signing reserves the schedule and starts production. • 60% final payment is due after final approval and before unwatermarked masters and final assets are released. • Approved additions and change orders are billed when approved or added to the final balance. Taxes, talent, shipping, and licenses apply only when stated or required by law.			
Main Character Kit	\$600	Added shot — simple	\$75				
Supporting Character	\$250	Added shot — standard	\$125				
Simplified Extra	\$125	Added shot — complex	\$225				
Basic Location	\$325	30-sec teaser	\$300				
Complex / Hero Location	From \$525	15-sec vertical	\$150 ea / 5 for \$600	TYPICAL PRODUCTION WINDOWS			
Outfit Variation	\$150	Aspect-ratio reframe	From \$450	Runtime	Story	Cinematic	Universe
Hero Prop / Product / Vehicle	\$175–\$350	Caption / lyric version	From \$225	Up to 1 minute	2–3 wks	3–4 wks	4–6 wks
Basic Custom Song Sketch	From \$500	4K upscale	From \$250	2–3 minutes	4–6 wks	6–9 wks	8–12 wks
		Editable project-file package	From \$450	4–5 minutes	7–10 wks	10–14 wks	14–20 wks
Added-shot prices include storyboard placement, final key image, motion plan, animation, and edit integration.				Short Clip	1–2 wks	—	—
				The signed work order confirms the actual schedule. Client delays, added scope, licensing, talent, and rush requests may change it.			
CHANGES AFTER APPROVAL				BASIC CUSTOM SONG SKETCH			
Approved work affected	Simple	Standard	Complex	From \$500 • up to 3:30 • one concept/lyric direction • one completed AI-assisted song • human edit and basic mix/master • one revision • WAV + MP3 • written use/rights.			
Key image—before animation	\$50	\$85	\$150	Release-ready production, alternates, stems, performers, voice licensing, and larger campaigns are quoted separately. Supplied music must be owned or licensed; recognizable voice imitation requires authorization.			
Animation-only adjustment	\$60	\$100	\$175	CLIENT PROVIDES			
Replace animated shot	\$100	\$175	\$300	• Accurate goals, references, source materials, deadlines, formats, release requirements, and one authorized approver. • Consolidated feedback; factual, brand, spelling, and legal approvals; permissions for supplied materials, likenesses, performances, and voices. • Timely file download and an independent backup of delivered files.			
Edit-only change	\$75/hr	\$75/hr	\$75/hr	COMMERCIAL RIGHTS AND PORTFOLIO USE			
Reopen closed stage/project	\$200 minimum	or unit total	if higher	After final cleared payment, the client receives the commercial rights the studio lawfully controls in the final approved project-specific deliverables. Approved assets may support future videos, campaigns, social content, albums, comics, stories, merchandise, pitches, and product-development references, subject to applicable third-party and AI-service terms.			
Rush scheduling	+20%	of affected	scope	The studio retains only a limited, nonexclusive right to identify and display the released work for portfolio and self-promotion. It will not sell or relicense the client's brand, world, or deliverables; imply endorsement; or show unreleased work without permission. Confidential or white-label terms must be agreed before booking.			
To prepare a precise quote							
Provide the goal, audience, intended use, runtime, preferred level, story or message, audio status, cast and world needs, visual references, target date, formats, authorized approver, rights requirements, and any confidentiality needs.							

This guide is a pricing and production reference, not a contract. The signed work order controls final scope, schedule, price, rights, and delivery.
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