



## WHAT YOU NEED TO KNOW ABOUT COMMISSIONING A STUDY GUIDE

We produce a study guide which we offer for free, for the first 6 months, to all teachers, across the national curriculum in Australia at primary and secondary levels. We also have lists of screen and media educators in higher education, to lecturers and tutors, and to screen and media industry professionals.

Our guides are prepared by our highly skilled education specialists, and we work off your notes and requests to deliver a product that services your interest balanced with the needs of teachers and educators and their students across the **NATIONAL CURRICULUM**.

The fee for the guide production starts at \$2750 per screen hour (**please see the FEE SCHEDULE below for the full pricing list**).

The process is a simple one (**please see Study Guide deliverables document**). The normal turnaround from commissioning to delivery of the first draft designed PDF for approval is between 6 – 8 weeks and defined by the duration of the content.

We can turn a high-quality product around in under 4 weeks if necessary and the writers are available. **Such a request, if we can service it, will attract an EXTRA FEE OF \$200 person screen hour.**

Our Australian primary, secondary and tertiary databases currently numbers around 50K, opt-in addresses. (We also have databases for Australian industry professional as well as some UK and US secondary schools' lists).

The Study guide is free for the first 6 months. The price then goes to \$2.50 6-12 months, \$5 for 12-18 months and thereafter \$7.50 These fees cover download and continuing administration costs.

Once produced we can alert our databases, and you can choose and refine your preferred target audiences, with an eDM (electronic direct marketing) blast promoting the study guide, and if we have a streaming license, its availability on that service. We have multiple streaming licensing levels from individual 1 off to institutional lifetime which range in value from AUD\$10 to AUD\$400.

We monitor ongoing news and current affairs and general community activity and re-promote appropriate Study Guides and Streaming content through our eDM service for FREE alongside these activities

**The eDM attracts a production of \$180 and then a per address fee billed against the size of the list/s you chose. These fees are available on request, along with exact numbers in each database. If we carry your product in our shop as either physical or digital content then there is no cost for the eDM production or mailout.**



We supply **Clickview** with all our Study Guides so ideally if you have a TX date please let us know and if you have commissioned the guide in time we can ensure that it will be uploaded to Clickview for that TX date for Screenrights. So you should also be registered with Screenrights for these royalties.

The Guides are also linked to [The Education Shop](#) from **Fan-Force Classroom** and **DocPlay** (and soon **EduTV**) when your production is available on these platforms.

You can preview Study Guides [HERE/](#)

Our license agreement is very straight forward; for a term that suits you, non-exclusive and 50/50 split. We can forward a licensing agreement for streaming should this interest you. You can view the Streaming site [HERE](#)

[HERE](#) is our general website.

**We affiliate and work with ATOM chapters in Qld, NT, SA, and WA. These databases capture all teachers of media and screen. The Education Shop databases capture teachers across all curriculum subjects offering them Australian screen and media content as an educational resource.; this can range from PDHPE, to Geography, Science and Technology, History and so on.**

If you need any further clarification or information, please get in touch. in the hope that we can be of service.

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## STUDY GUIDE FEE SCHEDULE

30 mins of less - \$1375

TV Hour - \$2750

90 mins - \$4125

2hours - \$5500

3 Hours - \$6875

4 hrs - \$8250

5hrs - \$9625

6hrs - \$11000

7hrs - \$11,687

8hrs - \$12,374

Each additional hr add \$650

NB Generally we are happy to negotiate these fees however if you do ask us to discount then your guide will move down the production line behind full fee-paying customers.

Please allocate the fees as listed when you are preparing your budgets in pre-production.

A Study Guide that is produced on time, with content that has free-to-air transmission, is registered with **Screenrights** and available on **Clickview** should return more than the cost of the guide.

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