

SECOND WIND

MEMBER PRODUCTION PRICE SURVEY RESULTS

PLEASE ROUTE TO TRAFFIC/PRODUCTION MANAGER

These average price ranges are based on the premise that you are dealing with quality-conscious clients who expect good creative and production values but do not have money to burn.

Based on X respondents in a Second Wind survey.

Not all respondents answered all questions.

PRINT AD PRODUCTION

Includes concept, layout/design, photography or illustration, copy, digital in-house proofs, all art direction and account service charges, completed digital files prepped for pre-press, and film/negatives (if required).

1. Two-page 4-C ad spread, for use in a consumer or trade publication.

	National	Mkt. Size < 1 million	Mkt. Size 1 million +	Agency Annual Billings < \$1 million	Agency Annual Billings \$1-4.9 million	Agency Annual Billings \$5 million +
Low:	\$ 6,111	\$ 6,052	\$ 6,187	\$ 4,629	\$ 6,212	\$ 6,654
High:	10,677	10,148	11,350	8,188	10,641	11,909
Avg:	8,394	8,100	8,768	6,409	8,426	9,282

2. Full-page, 4-C ad for use in a consumer or trade publication.

	National	Mkt. Size < 1 million	Mkt. Size 1 million +	Agency Annual Billings < \$1 million	Agency Annual Billings \$1-4.9 million	Agency Annual Billings \$5 million +
Low:	\$ 4,604	\$ 4,697	\$ 4,492	\$ 4,595	\$ 4,306	\$ 5,113
High:	8,290	8,006	8,635	5,786	7,960	10,103
Avg:	6,447	6,352	6,563	5,190	6,133	7,608

3. Half-page, 2-C ad for use in a consumer or trade publication.

	National	Mkt. Size < 1 million	Mkt. Size 1 million +	Agency Annual Billings < \$1 million	Agency Annual Billings \$1-4.9 million	Agency Annual Billings \$5 million +
Low:	\$ 2,466	\$ 2,464	\$ 2,469	\$ 1,832	\$ 2,387	\$ 2,884
High:	4,290	4,371	4,181	3,134	4,015	5,247
Avg:	3,378	3,418	3,325	2,483	3,201	4,065

4. Half-page, black & white newspaper ad.

	National	Mkt. Size < 1 million	Mkt. Size 1 million +	Agency Annual Billings < \$1 million	Agency Annual Billings \$1-4.9 million	Agency Annual Billings \$5 million +
Low:	\$ 1,890	\$ 1,852	\$ 1,938	\$ 1,482	\$ 1,807	\$ 2,219
High:	3,373	3,262	3,512	2,526	3,182	4,085
Avg:	2,631	2,557	2,725	2,004	2,494	3,152

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OUTDOOR/BILLBOARD

Includes concept, layout/design, photography or illustration, copy, digital in-house proofs, all art direction and account service charges, completed digital files prepped for pre-press, and film/negatives (if required).

5. 4-C, 4' x 6' bus shelter poster.

	National	Mkt. Size < 1 million	Mkt. Size 1 million +	Agency Annual Billings < \$1 million	Agency Annual Billings \$1-4.9 million	Agency Annual Billings \$5 million +
Low:	\$ 2,661	\$ 2,462	\$ 2,897	\$ 2,086	\$ 2,621	\$ 2,935
High:	4,661	4,532	4,813	3,565	4,511	5,277
Avg:	3,661	3,497	3,855	2,826	3,566	4,106

6. 4-C, 12' x 25' billboard.

	National	Mkt. Size < 1 million	Mkt. Size 1 million +	Agency Annual Billings < \$1 million	Agency Annual Billings \$1-4.9 million	Agency Annual Billings \$5 million +
Low:	\$ 3,260	\$ 3,081	\$ 3,498	\$ 3,054	\$ 3,337	\$ 3,237
High:	5,692	5,534	5,903	4,423	5,901	5,908
Avg:	4,476	4,308	4,701	3,739	4,619	4,572

7. 4-C, 14' x 48' billboard.

	National	Mkt. Size < 1 million	Mkt. Size 1 million +	Agency Annual Billings < \$1 million	Agency Annual Billings \$1-4.9 million	Agency Annual Billings \$5 million +
Low:	\$ 3,628	\$ 3,549	\$ 3,720	\$ 4,207	\$ 3,577	\$ 3,467
High:	6,405	6,225	6,617	6,252	6,563	6,261
Avg:	5,017	4,887	5,168	5,229	5,070	4,864

TV/RADIO

Includes concept, script, storyboards, non-union talent, all filming charges or audio production costs, all art direction and account service charges and post-production editing to a finished master.

8. 30-second television spot.

	National	Mkt. Size < 1 million	Mkt. Size 1 million +	Agency Annual Billings < \$1 million	Agency Annual Billings \$1-4.9 million	Agency Annual Billings \$5 million +
Low:	\$ 13,484	\$ 11,707	\$ 15,789	\$ 4,791	\$ 12,901	\$ 17,237
High:	44,388	40,809	49,031	16,421	38,453	61,791
Avg:	28,936	26,258	32,410	10,606	25,677	39,514