COMMERCIAL PRODUCTION BUDGET (AICP FORMAT)

JOB INFORMATION

Field	Value
Bid date	9/14/2026
Job name	"First Pick"
Advertiser	Valley Harvest Co-op (fictional)
Agency	Northfield & Reyes (fictional)
Production company	Dry Creek Pictures LLC
Spot titles and lengths	"First Pick" :30 and :15
Pre-production days	2
Build and strike days	0
Pre-light / stage days	0 / 0
Location days	1, 12-hour day
Location	Stone fruit orchard, Arvin, Kern County, CA
Talent	Non-union. 2 principals, 5 extras, 1 voice over, with 1-year regional broadcast and online use
Crew rates	Quoted for 10 hours. OT at 1.5x of rate / 10.
Markups (example)	Production fee 20% of A to K. Insurance 2% of A to K.

SUMMARY OF ESTIMATED PRODUCTION COSTS

Section	Description	Estimate
A	Prep crew	$8,142

Section	Description	Estimate
B	Shoot crew	$22,243
C	Prep and wrap expenses	$2,260
D	Location expenses	$6,430
E	Props, wardrobe and animals	$3,800
F	Studio costs	$0
G	Art department labor	$4,425
H	Art department expenses	$2,600
I	Equipment rental	$7,500
J	Media	$400
K	Miscellaneous production costs	$450
	Sub-total A to K	$58,250
L	Director's fees	$10,000
	Production fee, 20% of A to K	$11,650
	Insurance, 2% of A to K	$1,165
M	Talent	$5,015
N	Talent expenses	$570
O	Other (post-production)	$8,350
	PRODUCTION TOTAL	$95,000
	Contingencies (not billed): weather day, B + I + motorhome and meals	$31,923

A. PREP CREW

Description	Days	Rate	OT hrs (1.5x)	Estimate
Line producer	2	$700		$1,400
1st AD	1	$700		$700
Director of photography, tech scout	1	$1,200		$1,200
Location scout	2	$500		$1,000
Prop master	1	$600		$600
Wardrobe stylist	1	$600		$600
Home economist (food stylist)	1	$800		$800
Production assistant	2	$300		$600
Sub total A				$6,900
Fringes, 18%				$1,242
Total A				$8,142

B. SHOOT CREW

Description	Days	Rate	OT hrs (1.5x)	Estimate
Line producer	1	$700	2	$910
1st AD	1	$800	2	$1,040
Director of photography	1	$1,500	2	$1,950
1st AC	1	$700	2	$910

Description	Days	Rate	OT hrs (1.5x)	Estimate
2nd AC	1	$500	2	$650
DIT	1	$700	2	$910
Gaffer	1	$700	2	$910
Best boy electric	1	$600	2	$780
Key grip	1	$700	2	$910
Best boy grip	1	$600	2	$780
Prop master	1	$600	2	$780
Wardrobe stylist	1	$700	2	$910
Make-up/hair	1	$700	2	$910
Sound mixer	1	$800	2	$1,040
Location manager	1	$700	2	$910
Production assistants (2)	2	$300	4	$780
Medic	1	$600	2	$780
Steadicam operator with rig	1	$1,500	2	$1,950
Home economist (food stylist)	1	$800	2	$1,040
Sub total B				$18,850
Fringes, 18%				$3,393
Total B				$22,243

C. PREP AND WRAP EXPENSES

Description	Qty	Rate	Notes	Estimate
Casting director, 1 session	1	$1,200		$1,200
Casting facility	1	$400		$400
Scouting expenses	1	$250		$250
Car rental, scout	2	$80		$160
Working meals	1	$150		$150
Deliveries	1	$100		$100
Total C				$2,260

D. LOCATION EXPENSES

Description	Qty	Rate	Notes	Estimate
Location fee, orchard (prep and shoot)	1	$3,000		$3,000
Permits	1	$500		$500
Production motorhome	1	$700		$700
Breakfast, 40	40	$12		$480
Lunch, 40	40	$25		$1,000
Craft service	1	$250		$250
Set security, overnight	1	$300		$300
Parking, tolls, gas	1	$200		$200

Description	Qty	Rate	Notes	Estimate
Total D				$6,430

E. PROPS, WARDROBE AND ANIMALS

Description	Qty	Rate	Notes	Estimate
Prop purchase (crates, co-op totes, baskets)	1	$1,100		$1,100
Prop rental	1	$500		$500
Wardrobe purchase	1	$1,000		$1,000
Wardrobe rental	1	$400		$400
Picture vehicle, farm pickup	1	$400		$400
Home econ supplies (hero fruit, backups)	1	$400		$400
Total E				$3,800

F. STUDIO COSTS

Description	Qty	Rate	Notes	Estimate
Not used (location shoot)	0	$0		$0
Total F				$0

Description	Qty	Rate	Notes	Estimate

G. ART DEPARTMENT LABOR

Description	Days	Rate	OT hrs (1.5x)	Estimate
Production designer	3	$800		$2,400
Set dresser	3	$450		$1,350
Sub total G				$3,750
Fringes, 18%				$675
Total G				$4,425

H. ART DEPARTMENT EXPENSES

Description	Qty	Rate	Notes	Estimate
Set dressing purchases	1	$1,400		$1,400
Set dressing rentals	1	$800		$800
Art dept kit rental	1	$150		$150
Art dept trucking	1	$250		$250
Total H				$2,600

Description	Qty	Rate	Notes	Estimate

I. EQUIPMENT RENTAL

Description	Qty	Rate	Notes	Estimate
Camera rental	1	$2,500		$2,500
Lenses	1	$800		$800
Lighting rental	1	$1,200		$1,200
Grip rental	1	$900		$900
Generator rental	1	$600		$600
Sound rental	1	$350		$350
Walkie talkie rental	1	$150		$150
VTR rental	1	$300		$300
Jib arm	1	$400		$400
Expendables	1	$300		$300
Total I				$7,500

J. MEDIA

Description	Qty	Rate	Notes	Estimate
Media / drives	1	$400		$400
Total J				$400

K. MISCELLANEOUS PRODUCTION COSTS

Description	Qty	Rate	Notes	Estimate
Petty cash	1	$300		$300
Production supplies	1	$150		$150
Total K				$450

L. DIRECTOR'S FEES

Description	Days / qty	Rate	Notes	Estimate
Director prep	2	$2,500		$5,000
Director shoot	1	$2,500		$2,500
Director post	1	$2,500		$2,500
Fringes (director on loan-out)				$0
Total L				$10,000

Description	Days / qty	Rate	Notes	Estimate

M. TALENT

Description	Days / qty	Rate	Notes	Estimate
O/C principal, mother	1	$1,000		$1,000
O/C principal, daughter (18+)	1	$1,000		$1,000
General extras, orchard workers	5	$250		$1,250
Voice over, session and 1-year regional use	1	$800		$800
Fitting fees	2	$100		$200
Fringes, 18%				$765
Total M				$5,015

N. TALENT EXPENSES

Description	Days / qty	Rate	Notes	Estimate
Talent wardrobe allowance	2	$60		$120
Talent payroll service	1	$150		$150
Talent agency fees	1	$300		$300

Description	Days / qty	Rate	Notes	Estimate
Total N				$570

O. OTHER (POST-PRODUCTION)

Description	Days / qty	Rate	Notes	Estimate
Offline edit, :30 and :15	4	$750		$3,000
Color grade	1	$1,500		$1,500
VO record and final mix	1	$1,800		$1,800
Library music license, regional broadcast and online	1	$1,000		$1,000
Conform, titles, deliverables	1	$1,050		$1,050
Total O				$8,350

P. BREAKOUTS (PRICED SEPARATELY, NOT IN PRODUCTION TOTAL)

Description	Days / qty	Rate	Notes	Estimate
P1. Breakout expenses: stills strobe kit and media	1	$450		$450
P2. Breakout labor: stills photographer	1	$1,200		$1,200
P2. Breakout labor: photo assistant	1	$400		$400

Description	Days / qty	Rate	Notes	Estimate
P2. Fringes, 18%				$288
P3. Breakout talent: principals' stills usage, 1 year regional	2	$300		$600
P4. Breakout blank				$0
TOTAL P				$2,938