
CMS content style options

This document serves only as a guide to various content style options. Whilst it does include indicative prices, please note that all prices listed within this guide are subject to agreement on a case-by-case basis. Final prices will be quoted and agreed in writing following an accurate project briefing. Janno Media are available and encourage a conversation to discuss all options and their suitability for your projects as and when required.

All videos for external use, uploaded to cms.law or the social media channels, will now include subtitles by default. Subtitles ensure accessibility for hearing impaired viewers, usability for muted mobile device users and clarity in those instances where remotely recorded content might have a lower audio quality.

A transcript can also be provided if needed. The addition of transcripts on external facing content is for search engine optimisation (SEO), ensuring that it can be crawled and ranked by search engines such as Google.

Subtitles are charged at \$2.50 USD per spoken minute + £25.00, per video. This will be added to the indicative list price provided below.

Filming on-site at CMS offices will be charged at £500.00 + travel expenses per day.

For more information about how to get started or to discuss video and audio requirements outside of these options, please contact Teresa Grosvenor, Projects & Operations Manager at Janno Media [teresa@Jannomedia.com], or Esther Adetoba, Senior Brand & Digital Communications Executive at CMS.

Requests for information or invites to remote recordings should be sent to bookings@Jannomedia.com

*Please note – All estimated production times and costs are subject to an agreed brief between CMS and Janno Media.

[Password to access example videos is guide](#)

Videocasts:

Scope:

- One – four speakers.
- Participants can be shown together on-screen or swapped for headshots to focus on one live speaker.
- Discussion driven content.
- Slides presented on-screen to enhance discussion, such as report pages, statistics, images or quotes.
- Can be designed as a series with series specific assets.
- Approx 2 – 3 weeks to create*

Note – prices for videocasts will vary depending on the following factors:

Length

1-9 minutes

- £350.00 (per video for 1 – 5 videos)
- £300.00 (per video for 6 – 10 video commitment)

10-40 minutes long

- £450.00 (per video for 1 – 5 videos)
- £400.00 (per video for 6 – 10 video commitment)

Custom graphics and animation

- Where required additional costs will be quoted and agreed following a full briefing from CMS

Stock Footage

- Where required stock imagery costs are additional
 - £87.00 per piece of stock footage
 - £10.00 per stock image

Additional recordings

One recording via MS Teams is included in the prices listed above. Subsequent recordings are an additional £50.00.

Social media

- Re-sizing - pricing to be discussed based on project specific requirements.
- Short promos - taken directly from an existing piece of content will be created for an additional £85 per clip.

Two rounds of amendments are included. However, please note that additional charges will be made where extra requests for amendments are received owing to changes in the project scope. Costs will be recorded and charged by an hourly rate of £70.00 + VAT.

Watch some examples:



[Pensions LawCast - Episode 43](#)



[ESG Funds Managers – Episode 01](#)



[Disputes Talk Africa – Episode 02](#)

Video bites:

Scope:

- One - two speakers.
- One - three minutes long.
- One participant on-screen delivering about a specific topic.
- No animations or accompanying images.
- Short and digestible.
- One recording via Teams included in price. Subsequent recordings are an additional £50.
- 3 – 5 days to create*

Unit cost:

- £350.00 (per video, for 1 – 5 videos)
- £300.00 (per video, for 6 – 10 video)
- One recording via Teams included in price. Subsequent recordings are an additional £50.00

Social media

- Re-sizing - pricing to be discussed based on project specific requirements.
- Short promos - taken directly from an existing piece of content will be created for an additional £85 per clip.

Watch some examples:



[AI & Tech Jargon Buster – Episode 05](#)



[Regulatory Points of Attention – Episode 03](#)

Custom Video Project:

Scope:

- Varying length
- Voice over or text graphics
- High-energy, exciting and dynamic
- Heavy use of graphics and stock material
- Custom motion graphics and animations
- 3 – 4 weeks to create*

Unit cost:

- All projects that fall within this category quoted and agreed based upon a full briefing from CMS. Key considerations for pricing will include:
 - Storyboarding & copywriting
 - Design work
 - Running time
 - Production methods e.g. remote record or in-person filming
 - Crew size
 - Locations (including travel costs)
 - Voice over
 - Custom motion graphics and animations
 - Archive footage retrieval
 - Use of stock imagery and/or footage
 - Subtitles
 - Transcripts

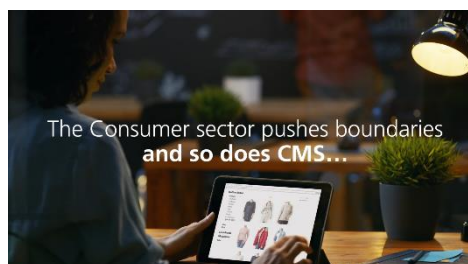
Social media

- Re-sizing - pricing to be discussed based on project specific requirements.
- Short promos - taken directly from an existing piece of content will be created for an additional £85 per clip.

Watch some examples:



[Future Facing Sectors – Katie Nagy De Nagybaczon](#)



[Sector Videos – Consumer Products](#)



[Planning Ahead with CMS – Episode 01](#)



[Trade Secrets Guide Promotional Video](#)



[UPC Guide Promotional Video](#)



[CMS Visual Identity](#)

Podcasts:

Scope:

- Audio only.
- 10 minutes – 1 hour long.
- 2 – 4 speakers.
- Discussion driven content.
- Part of a series.
- 3 – 5 days to create*

Unit cost:

- £250.00 per episode.
- One recording via Teams included in price. Subsequent recordings are an additional £50.

Social media

- Soundwave trailer (using the CMS created template) an additional £50 per trailer.

NOTE – on-site recordings can also be arranged, using Janno Media crew and professional audio equipment.

Please contact bookings@jannomedia.com for arrangements and pricing.

Listen to some examples:

- [Building Voices Podcast](#)
 - [LeadHers Podcast](#)
 - [Soundwave Trailer example](#)
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