



BID DUE OCT 16, 2026

BID

RH-BID-26-014

SUBMITTED TO

CARDBOARD SPACESHIP

THEIR REFERENCE

26-OLEH-037

ISSUED

OCT 14, 2026

SHOOT

DEC 9-10, 2026

DESCRIPTION

AMOUNT

FULL POST

Editorial, motion design, color, audio post, conform and delivery of fourteen masters. Eight chapter videos and six bumpers for the sHTG KOL video series. 40.5 days.

\$35,000

OR

EDITORIAL AND MOTION DESIGN

The same cut and the same animation, turned over for another house to finish. 32.5 days.

\$25,000

BRAND

Ionis · Tryngolza

AGENCY

Broth

MASTERS ROLL

Jan 22 – Feb 12, 2027

THE SCOPE

Eight chapter videos, three to seven minutes, most closer to three. **Six bumpers** at sixty seconds. Fourteen deliverables, 16:9, English, for website and tablet use. Roughly fifty supplied graphics animated.

Cut from a three-camera shoot, one talent on a white cyc, December 9 and 10 in Denver. The talent reads to lens and then paraphrases from bullet points, and both performances are woven together in the cut. Masters at 3840x2160, ProRes 422 HQ and MP4, one frame rate chosen at kickoff.

FIRST ENGAGEMENT

Every rate here is cut from our standard card as a first-engagement courtesy, and the cut is shown on both the detail and the rate page. Finishing is not sold on its own: if the masters carry our name, the grade, the mix and the spec QC are ours too.

Questions about this bid? Reply to doug@rockfordhouse.co.

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● FULL POST

DETAIL

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LINE		DAYS	AMOUNT
EDITORIAL AND MOTION DESIGN			
Ingest, sync and transcription	ASSISTANT EDITOR · \$650 \$550 / DAY	2.5	\$1,375
Editorial, chapter videos	EDITOR · \$1,100 \$850 / DAY	11	\$9,350
Editorial, bumpers	EDITOR · \$1,100 \$850 / DAY	5.5	\$4,675
Motion design, system and animation	MOTION DESIGNER · \$1,450 \$1,150 / DAY	10.5	\$12,075
Post producing and medical-legal tracking	POST PRODUCER · \$1,000 \$800 / DAY	3	\$2,400
SUBTOTAL AT CARD RATES		32.5	\$29,875
FIRST-ENGAGEMENT REDUCTION			-\$4,875
EDITORIAL AND MOTION DESIGN		32.5	\$25,000
FINISHING			
Color grade	COLORIST · \$1,750 / DAY	3	\$5,250
Audio mix	AUDIO POST · \$1,200 / DAY	3	\$3,600
Conform, QC and masters	FINISHING · \$800 / DAY	2	\$1,600
SUBTOTAL AT CARD RATES		8	\$10,450
FIRST-ENGAGEMENT REDUCTION			-\$450
FINISHING		8	\$10,000
FULL POST, USD		40.5	\$35,000

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● UNDER ONE ROOF

CAPABILITIES

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DISCIPLINE

RATE

EDITORIAL

\$850 / day

CUTTING

Multicam and long-form. Scripted-to-lens, documentary, chaptered series, and the kind of cut that holds a single speaker for twenty minutes. Assistant editor \$550. The days quoted include working client notes and our own internal pass before each delivery.

MOTION DESIGN

\$1,150 / day

SYSTEMS AND BUILDS

A system designed once and applied across a series. Chart, table and infographic builds, title frames, lower thirds, supers and logo animation.

COMPOSITING

\$1,150 / day

PUTTING IT IN THE ROOM

Rotoscoping, motion tracking, 3D compositing, screen replacement, paint and cleanup. Graphics that sit in the scene instead of on top of it.

COLOR

\$1,750 / day

LOOK AND GRADE

Look development, grade across a full series, and trims cut to each delivery spec.

AUDIO POST

\$1,200 / day

MIX AND DESIGN

Mix, sound design, voiceover lay-in, music cut to length, and loudness delivered to spec.

FINISHING

\$800 / day

CONFORM AND QC

Conform, spec QC, captions and SRT, versioning and cutdowns, and masters built to broadcast and web specifications. Post producer \$800.

// OPEN GATE AND VERTICAL REFORMATS // TELEPROMPTER AND ALT-TAKE ASSEMBLY
// SCROLLING ISI AND REGULATORY SUPERS // REVIEW-SITE MANAGEMENT
// MEDICAL-LEGAL CHANGE TRACKING // ARCHIVE AND WORKING-FILE TURNOVER

ON THIS BID

ALL OF IT

Everything above is covered by the lines in this bid at the complexity this series calls for. Work that builds new scenes, sets or environments from scratch sits outside them and is quoted.

These are the rates this bid is built on, each reduced from our card as a first-engagement courtesy; the detail page shows every card rate struck through beside it. Color and audio post are specialist disciplines, resourced and supervised by us, and are held at card rather than averaged into a single finishing figure.



HERO FIRST, THEN ROLLING

POST CAL

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MILESTONE	DATE
Award	Oct 21, 2026
Approved manuscript, for ISI, indication and supers	Nov 30, 2026
Built graphics, supers and ISI voiceover. Earlier is better; animation cannot start without them	Dec 4, 2026
Shoot, Denver	Dec 9-10, 2026
Footage and the script supervisor's report to post	Dec 11, 2026
Hero look frames , the motion system on real frames, out for response	Dec 15, 2026
Hero chapter V1 , out before the break for notes	Dec 18, 2026
Look approved , motion system locked for all fourteen	Dec 23, 2026
Holiday pause, no reviews	Dec 24 - Jan 1
Wave 1 V1, chapters 2-4	Jan 8, 2027
Wave 2 V1, chapters 5-8	Jan 15, 2027
Wave 1 masters , hero plus chapters 2-4	Jan 22, 2027
Wave 3 V1, six bumpers	Jan 26, 2027
Wave 2 masters , chapters 5-8	Feb 5, 2027
Wave 3 masters , six bumpers	Feb 12, 2027

LAST MASTERS DELIVERED

Feb 12, 2027



TIMELINE

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WHAT WAS ASKED FOR

- Mid-February final delivery.
- Three rounds of review, five business days each.
- Fourteen deliverables from a two-day shoot, graphics supplied.

CAUTIONS

- Three rounds at five days, from a January 7 V1, returns final notes February 11.
- Nothing is left for finishing, conform and QC on fourteen masters.
- A twelve-day wait on look approval pushes every chapter behind it.

WHAT WE ARE PROPOSING

- Look frames December 15.
- Hero chapter V1 December 18.
- Look approved December 23. The look, not the piece.
- Three waves, each with its own five-day round.
- Masters January 22, February 5, February 12.

ASSUMPTIONS WE ARE WORKING WITH

- Graphics by December 4.
- Footage and the supervisor's report by December 11.
- No reviews December 24 to January 1.
- One medical-legal cycle, comments in ten business days.
- Further cycles quoted at day rates, each moving its wave day for day.



HEALTH AND REGULATED

REEL

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WORK, AND WHY IT IS HERE

LENGTH

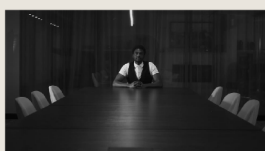


TACO BELL

FRANCHISE ACCELERATOR

Long-form multicam across multiple pieces, with the look, the motion and the whole graphics package built here. The graphics load, at length.

21:04



YUM! BRANDS

ACCELERATOR

The same build on a second series. One custom look system designed once and carried across every piece.

17:09



MASSMUTUAL

TOO MANY TOMORROWS

Motion design tracked into the shot, in a regulated category with the legal line composed in. The bumpers carry an ISI the same way.

00:30



GLOBAL LEADERSHIP SUMMIT

EDGAR'S STORY

Custom animation and motion design carrying a voiceover with no one on camera. Five minutes held by the build alone.

05:01

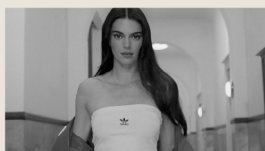


ABBOTT LINGO

EATING GUIDES

Medical messaging delivered direct to camera by talent, across a guide series. The link opens the full collection.

Series



ADIDAS

BRAND X BUSINESS

Hype and energy, cut for pace. A brand kit animated to someone else's type and color rules, which is what the fifty supplied graphics are.

01:58

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TERMS

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GRAPHICS

Built graphics, supers and final ISI copy by **December 4, 2026**, layered and editable with fonts. Ten and a half of the 40.5 days are animation and none starts before they land. A flattened file is a rebuild at \$300.

GRAPHICS LOAD

The brief puts the set at **about fifty supplied graphics**. How that splits between complex chart and table builds and simpler titles, lower thirds and ISI cards is not known yet, and neither is how motion-heavy the bumpers want to be. The motion design line is sized for the whole set at the complexity described rather than guessed line by line. A set that arrives materially heavier than that, or one that asks for new scenes or environments built from scratch, is re-quoted rather than absorbed.

COUNTS

The RFP lists eight chapters; the October 9 call described seven, and the bumpers were put at four to six. **This bid is built on days, not on a price per video**. The ingest, the motion system, the review rounds and the finishing pass are the same work whether the series lands at twelve deliverables or fourteen, so losing one chapter or a couple of bumpers does not move the number materially. A chapter is roughly half a day of editorial and a share of the animation pass, about \$650; a bumper is about \$175. Anything larger than that, a whole wave removed or added, is re-quoted rather than adjusted.

ROUNDS

Three client rounds are included. A round is one consolidated set of notes across every deliverable in that wave, returned in one document. Rounds are not billed as a line. Working notes is absorbed across the disciplines above rather than counted as a day against each one, and the days quoted carry it along with our own internal pass before anything reaches the client. We will execute the brief, and each set of notes, to the best of our ability. Where we materially miss either, the passes needed to put it right are not counted as a round and are not charged. New direction is a round, and a fourth is quoted at the day rates of whoever it takes, as is each additional medical-legal cycle, with that wave moving day for day.

SCRIPT AND ISI

Script, manuscript, claim substantiation, talent release and HIPAA compliance are the client's. ISI voiceover is supplied; the scrolling ISI build and end placement are included on all fourteen.

MUSIC

Licensing, and any composer, sit with the agency. Coordinating with whoever holds it is included here either way. **If choosing tracks and scoring them to each of the fourteen comes to us instead, that is editorial time** 欵 roughly two days 欵 and is added at the day rate. The license itself remains the client's cost: a buyout-cleared library track for online and medical-conference use runs about \$1,500, and a fully custom score \$5,000 to \$7,000 minimum.

EXCLUDED

The shoot and the pre-light day, graphic design, 9:16 versions at \$150 each, captions and SRT at \$900 for all fourteen, and drives or physical media. Captions are called out because the RFP asks for them and the October 9 call did not.

RATES

Every rate here is cut from our card, struck through on the rate page. The reduction is a first-engagement courtesy to Cardboard Spaceship and specific to this job; later bids are quoted at card.

TERMS

50% on award, 50% on final delivery. Net 30. If the job is canceled after assets have landed and work has begun, 50% of the fee is due. Pricing holds thirty days from October 16, 2026.

Questions about this bid? Reply to doug@rockfordhouse.co.