



CHAD BARNARD, OWNER
823 Maple Avenue
DuBois, PA 15801



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CVB Media LLC

Premium Video Production + Marketing Considerations

This proposal highlights the advertising capabilities of CVB Media and outlines their 30 second commercial productions and video marketing packages.

What We Do Best: *The Video*

We produce **high-end video content** that helps our clients stand out. That's always been our bread and butter and we take pride in our production quality. Here are some of the creative possibilities we can apply to your videos:

- Scriptwriting
- Professional Voiceover
- Teleprompter
- Cinematic Editing / Color Correction
- Documentary-Style
- Drone Shots
- Testimonials
- Graphics / Logo Treatment
- Actors / Stand-Ins
- Digitizing Old Photos

One Stop Shop: *Getting That Video Out There*

Once we produce your premium commercial, we work with you to get it in front of **your target audience**, entirely based on **your budget**. We craft the most effective video marketing campaigns possible on the biggest platforms, reaching the exact viewers in the ideal locations with an effective, **premium commercial**.



Thank you for taking a look!

Cost breakdown on next page



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Video Production Deliverables & Cost:

***Premium Commercial Video - Single Topic/Focus \$1,250 production cost**

- 30 Sec. Commercial
- 15 Sec. Edit
- 3 Promotional Screenshot Images

We then use any commercial we've made for you and put together your advertising campaigns:

Video Marketing Campaigns

With your commercial produced, we work together to determine your target audience (demographics, location, etc) and the best platforms on which to deliver your ad.

Cost: You Tell Us Your Budget

After production, 85% of your budget goes directly to ad-buy on the chosen platforms. CVB Media retains 15% to manage the campaigns and will send you **weekly performance reports**. No other fees or commissions.

Your budget can be as high you need it to be and the impact/impressions will follow.

Campaigns must run for *at least* 1 month and *no longer* than 3 months.

Each platform requires a minimum budget for each campaign:



min. \$900



min. \$900



min. \$900

You can use the same ad for back-to-back campaigns throughout the year.



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Is It Worth It?

We at CVB Media understand there are several avenues your business can take when it comes to spending your advertising budget. The advantage that CVB Media has over other options, first and foremost, is our **production quality**.

On many occasions, CVB Media has been hired by other ad agencies to create video content for their clients' campaigns. Now that we offer media buying ourselves, we take full advantage of the production standard that others sought after and deliver the best commercials possible on the biggest platforms. From concept development to filming and editing and target audience delivery, **we handle it all**.

We're proud of the work we produce. Take a look at some of the more recent ads we've made and for some creative ideas on how your business can also stand out with CVB Media:

www.cvbmedia.info/marketing

Strong Performance

We don't just let your high end commercial sit on your Facebook page - we deliver it directly to your target audience on the platforms they're actually consuming. We've achieved **real results** with these exact campaigns for businesses just like yours.

Current performance numbers from a client of ours:

Timeline: March 2025 - December 2026

Total Ad Budget: \$8,550

	Disney+, Hulu, ESPN	Meta (Facebook, Instagram)	Google Ads (YouTube, Search, gmail)
Campaigns	3	3	2
Ad-Buy Amt.	\$2,350	\$2,350	\$1,645
Impressions	22,250	92,000	135,000
Clicks	-	1,450	2,460



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Make The Most Of Your Marketing Budget

Breakdown and Projected Results Based On Budget

Example figures you can expect when advertising with CVB Media.

Single Commercial Video Production Cost: **\$1,250**

(you can use the same ad for back-to-back campaigns)

Min. budget: \$900

An impression indicates a direct delivery of your ad to a viewer.

Total Budget	CVB 15%	Ad-Buy	Est. All Disney Impressions (\$0.11)	Est. All Meta Impressions (\$0.03)	Est. All Google Impressions (\$0.02)	Est. Impressions Divided Through All 3 Platforms (\$0.055 avg)
\$2,700	\$405	\$2,295	20,750	89,000	113,000	41,000
\$5,000	\$750	\$4,250	40,000	141,000	212,500	77,250
\$8,000	\$1,200	\$6,800	61,000	226,000	336,000	123,000
\$10,000	\$1,500	\$8,500	77,000	281,000	424,000	154,000
\$15,000	\$2,250	\$12,750	115,250	425,000	635,250	230,000
\$20,000	\$3,000	\$17,000	153,000	565,250	848,000	308,000
\$30,000	\$4,500	\$25,500	230,500	848,500	1,270,000	461,500

No max. budget

Offer Summary

- \$1,250 Commercial Video Production. You Receive:
 - 30 Sec. Commercial
 - 15 Sec. Edit
 - 3 Promo Images
- You Then Tell Us Your Budget & We'll Launch Campaigns (1 platform, \$900 min.)
- You Receive Weekly Performance Reports & Ongoing Support For Max Results

Please let me know if you have any questions or would like to get started!

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