

2025-2026



# AI Pricing Guide ↗

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# Introduction

Ink & Pixel is a creative studio built on more than two decades of experience in the film and media industry. Our team has worked across nearly every facet of production: acting, writing, directing, cinematography, producing, editing, and now AI-driven content creation. This foundation in traditional filmmaking, paired with cutting-edge AI tools, allows us to deliver cinematic, high-impact storytelling at a fraction of the cost of conventional production.

We partner with video production companies, agencies, and marketing teams looking to expand their service offerings with cost-efficient and cinematic, high-impact storytelling. This document outlines our creative process, pricing structure, and the value Ink & Pixel brings to your organization.

AI media creation is evolving rapidly, and while the technology offers tremendous creative potential, it also comes with defined limitations. In skilled hands, however, AI can produce striking visuals, compelling brand narratives, and innovative concepts that would traditionally require far larger budgets. Our role is to guide your team and your clients through what AI can achieve, what to avoid, and how to sidestep the “uncanny valley” while maintaining the highest possible production quality.

Ink & Pixel stays up to date with the latest AI models to ensure premium output. It is important to note that today’s tools still struggle with intricate fonts, dense text overlays, and certain brand-specific graphic treatments. All quotes include a polished, clean end card using client-provided assets; more advanced motion graphics or typography should be handled by your in-house animation team.

# Introduction **continued..**

The pricing outlined here reflects our freelance rates. You may choose how best to position or mark up these services based on your existing business model and the value you bring to the client relationship.

For each project, we meet virtually with your client or director to understand their goals and creative vision. From there, we craft the script and develop a cinematic storyboard, delivering still frames that represent each shot that will be used in the final video. Once approved, we generate the full sequence, assemble the final edit, and handle revisions within the framework outlined in the pricing guide.

Before continuing through the document, we would like to share some links to samples of our recent work:

## [AI Reel](#)

### [30-Second AI Ad Example](#) (Base \$960 Package)

We look forward to collaborating and helping integrate powerful, modern storytelling tools into your production pipeline.

## **Ink & Pixel**

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# 30-Second AI Commercial

## Base Price: \$960 CAD

(taxes not included in the base price or additional services)



### Included Services

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- **Includes up to 15 shots**
- Additional shots: **\$85 per shot**
- AI-generated narration-style voice over
- Script writing assistance
- Call or emails with Client or Director to discuss concept, script, and revisions.
- Music + sound design (SFX)
- End card using client-provided branding assets
- 1 voice-over change
- 1 music change
- Up to **6 storyboard image changes**
- Up to **3 final video shot changes**
- 1080p 30 sec video deliverable



### Revision Fees and Talking Character Add-Ons

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- For details, please see page 8

# 60-Second AI Commercial

**Base Price: \$1,795 CAD**

(taxes not included in the base price or additional services)



## Included Services

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- **Includes up to 30 shots**
- Additional shots: **\$85 per shot**
- AI narration-style voice over
- Script writing assistance
- Call or emails with Client or Director to discuss concept, script, and revisions.
- Music + sound design (SFX)
- End card using client-provided branding
- 1 voice-over change
- 1 music change
- Up to **12 storyboard image changes**
- Up to **6 final video shot changes**
- 1080p 60 sec video deliverable



## Revision Fees and Talking Character Add-Ons

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- For details, please see page 8

# 90-Second AI Commercial

**Base Price: \$2,630 CAD**

(taxes not included in the base price or additional services)



## Included Services

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- **Includes up to 45 shots**
- Additional shots: **\$85 per shot**
- AI narration-style voice over
- Script writing assistance
- Call or emails with Client or Director to discuss concept, script, and revisions.
- Music + sound design (SFX)
- End card using client-provided branding
- 1 voice-over change
- 1 music change
- Up to **18 storyboard image changes**
- Up to **9 final video shot changes**
- 1080p 90 sec video deliverable



## Revision Fees and Talking Character Add-Ons

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- For details, please see page 8

# Revision Fees and Talking Character Add-Ons



## Revision Fees

(After the included changes outlined previously)

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- Additional VO change: **\$25 per request**
- Additional music change: **\$40 per change**
- Additional image changes (storyboard): **\$40/shot**
- Additional regenerated video shots: **\$85/shot**



## Talking Character Add-On

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Lip-synced, on-screen speaking characters:

- + **\$20 per shot** (creation)
- + **\$20 per shot** for revisions

Each lip-synced on-screen talking character shot is an additional **\$20/shot** to include above and beyond the original video estimate price, and any revisions are an extra **\$20/shot** in addition to the **\$85/shot** change fee listed above. These speaking clips are limited to **8 seconds** in length.



# Important Notes About AI Video Production

**AI video models are still developing and have known limitations:**

## **Fonts & Graphic Overlays**

Fine or complex text, precise fonts, and brand-specific motion graphics are not reliably produced by AI.

Your quote **includes a simple end card** designed from provided assets, but:

➡ **Advanced text callouts, typography, or custom-branded graphics must be added by your in-house animator** on top of the delivered footage.

## **Use of Brand Assets**

Client-provided product images, logos, and branded photography **can** be integrated as props within the AI footage.

# Additional AI Services

(Available on Request)

**These services are quoted per project based on scope:**

- AI Storyboarding
- Pre-visualization (Pre-Vis)
- Parallax Photo Animation
- AI Image Creation
- AI Voiceover Packages
- Sound Design Only
- AI-Assisted Concept Development
- Script Writing

**Thank you** for taking the time to review this pricing guide. If you feel our AI-enhanced production services could support your team or help expand your creative offerings, we would be happy to discuss your project in more detail and explore how we can collaborate.

For inquiries, estimates, or project discussions, please feel free to reach out:

# Let's Work Together ↗

## Ink & Pixel

 1 (519)-616-2334

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