

CHRIS LAYHE ASSOCIATES, INC.

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CLAi General Rate Card

Spring 2011

As a facilities company CLAi provide just those individual disciplines and equipment needed on a production, and the general rate card below gives an indication as to what those costs might be on an a la carte basis, and what equipment we have available in-house - we can, of course, bring in all manner of other specialist items and personnel from the small group of people and companies we work closely with on an everyday basis.

We run RED Digital Cinema camera systems as our main shooting tools, with the incredible quality that 4k digital RAW images combined with Super 35mm film equipment can produce in the hands of an expert. All of our in-house staff have been RED trained, in addition to having significant experience with other camera systems. We can also shoot b-roll and pov footage on Canon 5D, Canon 7D and mini HDV cameras.

We do not provide any RED equipment on a purely rental basis, it is only available with either our own DIT and/or DP as the exposure, look and menus can be tricky to handle, it is constantly being updated to add more features, and is so modular that getting the right bits in the right places can be a challenge! We suggest always consulting with ourselves to get the right workflow established prior to going on location or into the studio as this can save you many hours of production time and a great deal on your production budget.

The Rate Card

Location & Studio Equipment & Production Personnel:	<i>\$/day</i>
RED One M-X camera body base pack: RED One M-X Camera body, RED LCD monitor, 4# RED batteries, mains power unit, battery charger, 2# 8gb CF cards, 320gb RED drive, 6# 19mm rails, camera plate, handle & hand-held setup.	750
RED EVF: Electronic viewfinder with nogra arm.	150
2 nd RED drive: Extra 640gb RED drive	70
RED Pro Prime PL lens set t1.8: Full 18mm, 25mm, 35mm, 50mm, 85mm & 100mm set.	450

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design.write.shoot.animate.edit.author.direct.produce.red

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Angenieux HR 25-250mm PL lens t3.9:
Long zoom lens with lens support. 250

RED 18-50mm PL lens t2.8:
Wide angle zoom lens 150

LensBaby PL mount:
Perspective control effects lens 60

Arri FF4 follow focus & REDrock matte box:
Including 6# assorted 4 x 5.6 filters, inc. ND. 100

DIT computer "look & wrangling" station:
17" Macbook pro, 2tb external hard disk,
all RED tools & editing software. 125

Panasonic BLTH17:
17" LCD monitor with HD-SDI inputs/waveform. 150

SmallHD 9" Location Monitor:
9" LCF monitor with HDMI, Component HD,
Composite, and audio inputs. Includes batteries,
hood, nogra arm and mains power adapter.
complete with hot edge focusing and
false color exposure system. 60

Marshall 5" HDMI On-Camera Monitor:
5" LCD monitor with HDMI input from RED or
Canons, complete with hot edge focusing and
false color exposure system. 45

Location correction, encoding and RED rendering:

With the RED M-X camera you shoot for the color correction, as with film, and not for the final image. This means that color correction is a vital flow of the pre-post workflow in order for edit footage to look as planned. The RED R3D footage needs to be rendered out from it's RAW R3D files into a format that can be handled by editing systems before it can be used. This is a very slow process, which is why we have the REDRocket card installed into a very powerful MacPro 8 core tower built for taking on location - allowing real time color correction and output of RED footage. Not using the REDRocket system and a properly qualified colorist on a job is much like not using a DP because anyone can do lighting and camera stuff... at best a bad decision, at worst a budget killer!

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REDRocket + Colorist: 750
Includes color correcting by a skilled colorist, then transcoding at 30x normal speeds using our REDRocket. (see packages for more details)

Camera support

O'Connor 2060HD fluid head: 100
Heavyweight 100lb 150mm bowl tripod head with Ronford long legs, possibly the best fluid head made - it allows you infinite control and balance.

Ronford Baby Legs 40
Heavyweight 150mm bowl tripod with short legs

High Hat: 20
150mm Bowl High Hat

O'Connor 50 fluid head: 80
Heavyweight 50lb 100mm bowl tripod head with Ronford long legs.

Vinten 12D tripod head & legs: 60
100mm Midweight 35lb tripod head & legs.

Libec H70 tripod head & legs: 35
100mm Libec midweight 30lb tripod head with legs.

Manfrotto Baby Legs: 15
100mm Manfrotto short legs for Vinten and Libec tripod heads.

High hat: 10
100mm high hat support for tripod heads.

EasyRig: 80
EasyRig 35mm cable rig for hand held shooting support of RED camera.

Seven Jib: 170
7ft jib arm and counterweights (9ft 6in to floor level range), including 30lb Libec H70 head and legs.

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Audio

Location audio kit: 150
4 channel PSC M4 MkII stereo mixer, 5# Tram lavalier mics, 2# hand mics, snake & headphones.

Lectrosonic wireless lavalier mics: 100
2# uhf wireless body & receiver kits with Tram lavalier mics.

Sennheiser boom with wind zeppelin: 50
Sennheiser 216t long shotgun mic.

Neumann studio microphone: 90
For recording voiceovers and the like at the very highest quality.

Tascam HD-P2 portable high definition 24bit/192khz stereo digital recorder with 8Gb internal memory and timecode record/read for post-sync, and xlr inputs for independent recording for RED or Canon 5/7D cameras. 100

Sony PCM-D50 audio recorder: 50
2 channel 24 bit/96khz portable pcm recorder with built in microphones, 4Gb internal memory and xlr input box.

Lighting

Kino lighting kit: 85
2# 2x2ft Kinoflo Diva Lites, 4x2ft Kino Lite, daylight & tungsten Kino bulbs, 3# lightweight stands.

Lowel lighting kit: 50
3# 500w Lowel pro spots, 2# 750w V-lights, 5# lightweight stands.

Source Four gobo spot & Chimera soft box kit: 85
750w Source Four gobo light, assorted gobos, large Chimera 1k soft box & 1k mogul.

Lowel soft box kit: 50
2# Lowel 1k/2k soft boxes, 2# heavyweight stands.

Altman studio fresnel (blues) kit: 80
5# 1k or 750w fresnels.

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C-stands (each): 10

Blue & green chroma "pop-out" backgrounds:
6ft/8ft blue &/or green chromascreens. 50

Goal post & assorted backgrounds: 60
Large photographic studio "splodgy paint"
backgrounds & support stands.

Teleprompters

Speech Prompter: 90
QTV on-camera through-the-lens speech
prompter and prompting Apple
iBook computer with software.

Interatron - Image Relay/Speech Prompter: 220
Dual on-camera through-the-lens speech
prompter and prompting Apple iBook computer
with software, complete with HDV camera and
dual monitoring to allow interviewee to see
interviewer's image on prompter screen and
interviewer to see both himself and the shot of the
interviewee. A simple system we have devised
that makes a huge difference when the shot has
to be direct to the lens, plus multiple ways in which
it can be set up and tailored to your specific needs

Other camera equipment

Canon 5D MK II HD-SLR video/stills package: 450
Canon 5D HD-SLR (1080p & 21mb full sensor),
2# 8gb CF cards, 2# 16gb CF cards, 2# batteries
with charger, viewer, Canon 50mm f1.4, Canon
17-24mm wide angle zoom f2.8 & Canon 70-200mm
zoom, LCD hood/viewer.

Canon 7D HD-SLR video/stills package: 350
Canon 7D HD-SLR (1080p & 18mb), 2# 8gb CF
cards, 2# 16gb CF cards, Canon 22-50mm wide
angle zoom & 2# batteries with charger.

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Marshall 5" HDMI On-Camera Monitor: 5" LCD monitor with HDMI input from RED or Canons, complete with hot edge focusing and false color exposure system.	45
Arri Body Brace or RedRock Shoulder Mount	70
Miller Lightweight Tripod	35
Manfrotto Trigger Release Monopod	45
Canon H10 HDV POV package: 2# Canon H10 automatic HDV palm camcorders for point of view positions/lockdowns.	100

Other equipment

We can also source & provide almost any other equipment you may require on an individual quote basis.

Crew & Post services

These rates are variable depending upon the schedule, hours, travel time and experience and skill levels necessary for the crew personnel, hence the +.

DIT: (our RED always goes out with a DIT) Digital Imaging Technician, to set up, manage settings, assist the DP, data wrangle, and create on-set looks. Based on 10 hour day, plus travel & expenses.	450+
REDRocket Pre-Post Colorist: Our REDRocket post-production specialists are well qualified color correctors and editors in their own right, as well as being trained to handle data exchange and management, as well as all of the other location requirements. They form a tight team with the DIT to handle all aspects of your project from camera to finish, or hand over to a post house as ready to edit files.	550+
Camera Operator: Based on 10 hour day, plus travel & expenses.	550+

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Director of Photography/Cinematographer: 700+
Based on 10 hour day, plus travel & expenses,
plus location visits & consultancy time.

Director/Producer: 750+
Based on 8 hour day, plus travel & expenses,
plus location visits & consultancy time.

Other crew: 500+
We can also provide camera assistants, audio
recordist/engineers, gaffers, etc. To meet your
precise needs. Costs are quoted on a per project
basis due to experience/skill & rate variances.
All crew costs are days plus travel costs & expenses.

Studio Post-Production: 150/hr
The RED digital cinema system requires complicated
one light correction & file output rendering to get
suitable footage for editing from the raw files created.
We provide this post-preparation service, along
with post consultancy & post finishing/mastering
for final color correction from original 4k
R3D files and output to HDCam master tape,
DVD, Blu-Ray & Internet formats - all at a
flat rate of \$150/hr.

Studio Pre-Post/RED Rocket: 150/hr
Using our RED Rocket system we can totally
change the requirements for rendering time
on RED projects, and provide vastly more
editor-friendly workflow options and techniques
(30 times plus faster rendering is a major paradigm
shift!). We consult on workflow from
pre-production through post and finishing,
as well as providing any editing services you
may require at the highest levels of creativity.

Insurance & terms of business

All equipment rentals require equipment & liability
insurance, unless our crew are operating when we
accept limited responsibility.

All rentals, unless prior agreed, require 50% payment
at booking & 50% payment on delivery prior to shooting.

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Cancellation within 48 hours of shoot is subject to 50% of cost, within 24 hours is subject to full anticipated cost.

This rate card is intended only as a guideline, please call us on 831.477.1806 or email chris@CLAi.tv for a project specific quote.

Further details of our services and equipment, along with sample 4k footage, can be found at <http://www.CLAi.tv> & <http://www.REDfilm.us>

CLAi RED Packages

Basic RED Package

Call 831.477.1806 for Details

The basic package is the minimum you would NEED to shoot with RED, no bells, no whistles - just essentials.

Includes a DIT to set up, manage settings, assist the DP, data wrangle, and create on-set looks, plus a DIT computer workstation full of RED software, for a ten hour day. You must have a DIT with the camera.

Basic Package includes:

- 1# RED One M-X camera body
- 1# LCD monitor with no-gra arm
- 4# RED batteries
- 2# 8GB CF cards
- 1# 320GB RED Drive
- 1# RED 18-50mm lens
- 1# O'Connor 50D head with Ronford long and short legs
- 1# drive and battery cradle
- 2# 12" 19 mm rods
- 2# 18" 19 mm rods
- 2# 24" 19 mm rods
- 4# universal rod mounts
- 1# on-camera Sony shotgun mic
- 1# All-Star camera plate
- 1# top handle
- 1# RED side handle
- 1# handheld setup
- 1# RED LCD cable

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- 1# RED drive cable
- 3# RED DIN to BNC connector cable
- 2# RED mini XLR to XLR cables
- 2# RED DIN to DIN audio cables
- 2# RED DIN to XLR adaptors
- 1# RED timecode sync cable
- 1# 25 ft. audio 3 way breakaway snake
- 1# XLR 2 to 1 cable
- 1# Kodak grey card
- 1# Sony lens chart

The DIT kit includes:

- 1x MacBook Pro 17" & Power Supply & Mouse
- 1# 1 TB External Hard Drive (& Power Supply)
- 1# RED Drive Power Supply
- 2# Firewire 800 Cables
- 1# Firewire 400 Cable
- 1# PCI Slot CF Card Reader
- 1# eSATA Cable
- 1# PCI Slot eSATA Connector
- 1# eSATA USB Connector
- 1# Ethernet Cable
- 1# Power Strip
- 1# Extension Cord
- 1# PCI Slot Dual Firewire 800 Connector

RED Pro Package

Call 831.477.1806 for Details

The Pro Package is everything you could possibly WANT for an extremely successful RED production, trust us, it's our own personal RED spec almost every time.

Includes a DIT to set up, manage settings, assist the DP, data wrangle, and create on-set looks, plus a DIT computer workstation full of RED software, for a ten hour day. You must have a DIT with the camera.

Pro Package includes:

- 1# RED One M-X camera body
- 1# LCD monitor with Nogra arm
- 1# RED EVF with Nogra arm
- 4# RED batteries
- 2# 8GB CF cards
- 1# 320GB RED Drive

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- 1# 640GB RED Drive
- 1# RED 18-50mm lens
- 1# Full set of RED Pro Prime lenses (18, 25, 35, 50, 85, 100mm)
- 1# Zeiss PL mount lens doubler
- 1# O'Connor 2060HD head with Ronford long legs
- 1# Ronford short legs
- 1# Arri FF4
- 1# RedRock Micro mattebox (with 6 filters)
- 1# drive and battery cradle
- 2# 12" 19 mm rods
- 2# 18" 19 mm rods
- 2# 24" 19 mm rods
- 4# universal rod mounts
- 1# on-camera Sony shotgun mic
- 1# All-Star camera plate
- 1# top handle
- 1# RED side handle
- 1# All-Star shoulder mount
- 1# RED rod handle
- 1# RED LCD cable
- 1# RED EVF cable
- 1# RED drive cable
- 3# RED DIN to BNC connector cable
- 2# RED mini XLR to XLR cables
- 2# RED DIN to DIN audio cables
- 2# RED DIN to XLR adaptors
- 1# RED timecode sync cable
- 1# 25 ft. audio 3 way breakaway snake
- 1# XLR 2 to 1 cable
- 1# Kodak grey card
- 1# Sony lens chart

The DIT kit includes:

- 1x MacBook Pro 17" & Power Supply & Mouse
- 1# 1 TB External Hard Drive (& Power Supply)
- 1# RED Drive Power Supply
- 2# Firewire 800 Cables
- 1# Firewire 400 Cable
- 1# PCI Slot CF Card Reader
- 1# eSATA Cable
- 1# PCI Slot eSATA Connector
- 1# eSATA USB Connector
- 1# Ethernet Cable
- 1# Power Strip
- 1# Extension Cord
- 1# PCI Slot Dual Firewire 800 Connector

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REDRocket + Colorist

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The REDRocket + Colorist package includes color correcting by a skilled colorist, then transcoding at 30x normal speeds using our REDRocket encoder, all steps away from your production.

The REDRocket + Colorist package includes:

- 1# Apple 8 Core MacPro tower with REDRocket encoder
- 1# Keyboard
- 1# Mouse
- 1# CF Card Reader
- 1# 8 Drive Array (if necessary)
- 1# Lacie 1TB Drive
- 1# Power Strip
- 1# Universal Power Supply
- 1# RED Drive Power Supply
- 2# Firewire 800 Cables
- 1# Firewire 400 Cable
- 1# eSATA Cable
- 1# Ethernet Cable
- 1# Extension Cord
- 1# Skilled Colorist for a 10 hour day

Big Red Bus

Call 831.477.1806 for Details

Our entirely mobile post-production facility is the easiest way to streamline your production workflow and budget. We bring the 32-foot Class A luxury RV that we use as a mobile base for totally independent post-production on location anywhere in the States. Big Red allows you to DIT and transcode with one onboard edit suite while editing and mastering your footage to a finished program on the second edit suite, at the highest quality, with our editors or with your own...

The Sinful Saturdays Concept

Call 831.477.1806 for Details

Sinful Saturdays are a way in which you can put together your own specification for a one day project from our CLAi Rate Card and then get all of the equipment necessary, along with the appropriate crew for an eight hour day, at a whopping discount.

To be a little more exact: you can specify any equipment that you can find on the Rate Card on a "menu" basis which you want to have on your shoot. If we have it available and in-house on your Sinful Saturday then you get a straight 50% discount off the Rate Card price for it, if we have to bring a specific item in then we'll do our best to cut that cost a little as well, but we will quote that separately.

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You still need to have the appropriate CLAi personnel with any equipment, as we don't just rent out items, so any shoot will need our DIT if it involves the RED camera, and any REDRocket project will need our Colorist. These guys will also be discounted by a straight 30% from the Rate Card price. Much like equipment that is not available in-house, we will try to cut the cost of any crew we have to bring in, and will quote this separately. Crew will be charged on an eight hour day basis, with mileage, extras and expenses charged at their full cost as well as any overtime hours incurred.

Of course there is a just a small catch... you can only book a Sinful Saturday gig 48 hours before we have to turn up on location, and it has to be on a Saturday - and we can't accept provisional holds for these rascals.

If we are already booked then you take the gamble and lose... but the flip side of the equation is that if you can make a Sinful Saturday date work, then you really can win big...

Further details of our services and equipment, along with these four packages and sample 4k footage, can be found at <http://www.CLAi.tv> and <http://www.REDfilm.us>.