

# We are storytellers



# Let us tell your story

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## Cutting Room Floor Productions, Inc.

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Cutting Room Floor is a full service video production house specializing in long strand corporate programs for the internet, DVDs, and other media to efficiently communicate your message to your audience.

Some of our clients who have been successful using our programs are:

### Training

AT&T  
AAR Corporation  
ASCRS  
Sundstrand Aviation  
CME  
Stepan Chemical  
Appraisal Institute  
Cast Metals Institute

### Marketing

AANA  
Duraclean International  
Harris Bank & Trust  
Career Education Corp.  
Scot Forge  
Wahl Clipper Corporation  
Inx International Ink Co.  
Lions Clubs International

### Commercials

WMAQ-TV  
WTMJ-TV  
Grey-Chicago

### Public Relations

L. C. Williams & Assoc.  
Fleishman-Hillard  
Manning, Salvage & Lee

We believe we will quickly become your production house of choice, because of our determination to meet all of your objectives, including budgetary, because of our desire to be your best video vendor, and because of our 40 years experience in the video business.



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## MEDIA PLANNER

Contact:

Title:

Client-Legal Spelling:

Address:

Telephone:

Fax:

E-Mail Address:

Product or Division:

Audience

Primary:

Secondary:

Screening Situation (Check appropriate boxes):\*

Internet (Website, YouTube, Vimeo)

Trade Show and/or Exhibitions

Training/Classroom

One-on-one

Multiple audience members

Point-of-purchase

\* Clearances and licenses will be obtained based on these responses.

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## **Cutting Room Floor Productions, Inc.**

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Please use complete sentences.

### **Objectives**

General Objectives (What do you want this program to accomplish?):

1.

2.

3.

4.

Specific Objectives:

1.

2.

3.

4.

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Informational Objectives (What specific information must be communicated?):

- 1.
- 2.
- 3.
- 4.

Developmental Objectives (What skills and/or perceptions must be developed?):

- 1.
- 2.
- 3.
- 4.

Attitudinal Objectives (What attitudes must be developed?):

- 1.
- 2.
- 3.
- 4.

**Cutting Room Floor Productions, Inc.**

### Additional personnel for research

## Overall objectives

Name  Email Telephone

1.

2.

### Specific Objectives

Name  Email  Telephone

1.

2.

Background of products and/or division:

Products (Please list):

1.

2.

3.

Division:

1.

2.

3.

Are brochures on product(s) or division(s) available?      Yes      No

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## Cutting Room Floor Productions, Inc.

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Required shooting locations:

- 1.
- 2.
- 3.
- 4.

Estimated shooting days:

Estimated crew size\*:                      Small                      Large

\* Depends, in part, on set ups and locations per day.

Required on-camera personnel (*e. g.* - CEO, CFO, VP Sales, etc):

- 1.
- 2.
- 3.

Desired presentation style

Serious and Business-like

Light and Entertaining

Documentary Style

Retro Style

High Energy

History of previous presentations:

Are samples available for viewing?                      Yes                      No

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## Cutting Room Floor Productions, Inc.

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Producer services:

Creative:

Research and concept development

Outline and treatment

Script

Story boards

Production:

Complete production

Partial production   Estimated                      %

Editorial to finish

Artwork/animation as an estimate of finished program                      %

Description of artwork/animation:

Music:                      Original music                      Library

Shooting format:

High Definition                      DV

Release Prints (please specify quantity of each type)

Web Video                      DVD                      Blu-Ray

Budget Estimate?

Plan due by?