**Video Links:**

|  |  |
| --- | --- |
| Videos with Dentist in **Full Pandemic PPE**:  Password for all the below links: **MDA**  **Commercial Versions**  MDA “We Will All Smile Again” (30 second)  <https://vimeo.com/410734192>  MDA “We Will All Smile Again” (15 second)  <https://vimeo.com/410710868>  **PSA Versions**  MDA “We Will All Smile Again” (30 second)  <https://vimeo.com/410734337>  MDA “We Will All Smile Again” (15 second)  <https://vimeo.com/410734111> | Videos with Dentist in **Regular PPE**:  Password for all the below links: **LOWPPE**  **Commercial Versions**  MDA “We Will All Smile Again” (30 second)  <https://vimeo.com/413637423> (30 second)  MDA “We Will All Smile Again” (15 second)  <https://vimeo.com/413637212>  **PSA Versions**  MDA “We Will All Smile Again” (30 second)  <https://vimeo.com/413637629>  MDA “We Will All Smile Again” (15 second)  <https://vimeo.com/413637316> |

**Contact**:

MDA Executive Director: [rafi@manitobadentist.ca](mailto:rafi@manitobadentist.ca)

**Steps involved in rebranding the video**:

1) Re-voice the Opening VO: **"In (insert Province), it’s hard to find a reason to smile these days”.**

- Narrator & Recording Studio Fee

2) Royalty fee for Actors (not contractually obligated but I think its the right thing to do)

- 25% of day rate

3) Remix and re-export audio files

- Audio Mixer Labour/Studio fees

4) Paint out ‘Winnipeg' from park sign, Police Cruiser, and Co-Op from Truck

- Graphic Design labour/equipment

5) Create new animated end graphic

- Graphic Design labour/equipment

6) Insert new GFX, Layback Audio & Re-Export Masters

- Editor labour/equipment

7) Revised Closed Captioning

- CC labour/equipment

8) Packaging & Slates

- Editor Labour/Equipment

9) Acquiring New Telecaster Numbers

- Labour

10) Producer & Overhead Fee

**Cost: $4,950 + GST**

*(Note that this does not cover broadcaster upload and QC fees, which is dependent on number of uploads & hard costs)*

**MDA fee $5000 + GST**

**Total Cost: $9,950 + GST**