

Tunarelli Sound & Design

SERVICES & PRICES (updated 3-1-11)

“The Process” and **how we bill**

Step 1: Interview

Upon mutual agreement we meet with you to hear your voice, to hear your goals, to show you our facility. We'll talk to you and you talk to us—about the demo, mic techniques, studio etiquette, marketing and so forth.

Step 2: Audition (usually same day as interview)

Sounds cheeky, but yes, we put you behind the mic with a few pieces of copy and see how you do. This is also a chance to see how WE do, and if it would be a good match. If we feel you are not ready, we will recommend training/volunteer work.

Step 3: Downpayment and Delivery of Reading Copy

We don't write contracts. **If you are ready to proceed, give us a downpayment (either at the studio or later by mail) of \$100 to reserve a record date.** Once we "pencil in" the record date and receive the downpayment, you will receive a voiceover copy packet* with all the copy you need (up-to-date and trendy -- not old, photocopied reading copy from a 1985 workshop). This includes Commercial, Narration, Political, PSAs and Narration. **24-hours notice is required for cancellation and we will refund your money.**

*You are welcome and encouraged to collect your own copy in addition or in place of copy supplied by us (or write your own!)

Step 4: Studio Recording

You will be assigned a 2-1/2 hour time slot in our home studio, where we expect (hope) that you have practiced your copy and are ready to go. But this will be YOUR time to do with what you will. If you need to warm up, we will begin that way, and practice reading your copy.

The 2 1/2 hours that come with the package can be used once or spread out for more recording, re-recording, whatever you like (2 1/2 hours is usually more than enough to complete the basic commercial/narration tracks and many clients find they have extra studio time left to use at a later date).

Coached Session

Laura will coach the session, and give you feedback about mic placement, delivery and copy content (we often revise copy on the fly if need be). Clay will be behind the wall monitoring the recording.

We will request another \$100 payment on the package at that time.

Step 5: Sound Design

Every take is saved in CD-quality .wav format. Clay will take the best voice track for each reading and post them in a special folder on-line on tunarelli.com for you to review.

Step 6: Add Music/SFX

Once the individual voice-only tracks are approved by you, Clay will mix music/sfx where applicable and upload to the server for review.

Step 7: Create Sound Medleys

Once the tracks (voice+sfx+music) are approved by you, we will medley them by cross-fading, editing, etc. into an approx. 1-minute voice-over track (*exactly* 1 min. if you are recording for the Handy Dandy). One track for commercials, another for narrations, etc.

The full, high-quality .wav recordings will be available for review on-line any time, day or night. You can also copy them to your hard drive. We save every take and archive every file.

We will request another \$100 payment on the package at that time.

Step 8: Wrapping It Up

You may want the 10 labelled CDs or you may want to post your recordings on-line. We also offer web design and hosting, if you don't already have a website (recommended).

The balance of the package price will we due at this time.

Web site implementation/hosting*

If you decide to add a website package, after you approve the design, animation, or video, Tunarelli will implement every possible detail to make the best finished product. We will manage any outsourced sub-contract work (e.g. photography or copywriting, etc.) to give your web site professional messaging and graphics.

We will ensure that everything looks great, from the fonts to the color to the exact layout to navigation on each and every webpage. We will also test all pages, links and other elements to ensure that your web site works effectively and efficiently in a host of different computers, display sizes, resolutions, and operating systems. If you work with us, you know it will work...and work well! We will include the use a set of strategies and methods to increase both the number and quality of your web site visitors through Search Engine Optimization and design tricks (we will load your website onto the web ASAP so get those Google spiders visiting your site!).

If you approve the finished product, you will take ownership of the content, domain name and the ability to change, add or revise the site. When you work with us, you own your website and may use it for any purpose you wish forever.

If you would like Tunarelli to administer the site, we use Dreamweave software, and can instantly make changes e-mailed or phoned in to us by you.

Although the design and implementation process is wrapped up at this point, our services don't stop there. We will follow-up with you to see if you have any questions. It is our guarantee that any of your concerns, suggestions or questions regarding your web site will be answered with utmost precision and in a timely manner.

*Because of our past experiences with indigent hosting providers, we only use Network Solutions™