



CLIENT ORDER FORM

Fill out, save, and return with your signed Production Agreement.

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1. CREATOR / CLIENT INFORMATION

Legal Name

Business / Pen / Brand Name

Email

Phone (optional)

Website / Storefront

Primary Social Handle

You are booking as:

☐ Author ☐ Narrator ☐ Illustrator ☐ Bookish Vendor / Brand ☐ Other

2. PROJECT INFORMATION

Project / Book / Brand Name

Release / Campaign Date

Genre / Product Type / Niche

Desired Completion Date

Primary Platform(s)

☐ TikTok ☐ Instagram / Reels ☐ YouTube / Shorts ☐ Facebook

☐ Other / Multiple

3. QUICK CREATIVE DIRECTION

Describe the project, audience, tone, and goal in a few sentences:

Reference links / inspiration (optional):

Rook & Reel Studios | Cinematic Media for the Indie Book Community



À LA CARTE SERVICES

Select any individual services you would like quoted.

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4. À LA CARTE PRODUCTIONS

☐ Cinematic Promo Still	\$50	☐ Concept Teaser (10-15 sec)	\$125
☐ Animated Promo (6-10 sec)	\$75	☐ Teaser Trailer (20-30 sec)	\$200
☐ Animated Book Cover	\$75	☐ Book Trailer (45-60 sec)	\$350
☐ Title Reveal	\$100	☐ Premiere Trailer (60-90 sec)	\$500
☐ Cover Reveal	\$100	☐ Author / Series / Brand Logo	\$100
☐ Character Reveal	\$100	☐ Animated Logo Ident	\$150

5. ADD-ONS

- ☐ Custom Music / Enhanced Sound Design +\$75
- ☐ Additional Revision Round +\$50
- ☐ Rush Production (when available) +30%

6. CUSTOM / OTHER

Describe any custom service or combination you would like quoted:



CAMPAIGN PACKAGES

Choose one package if you prefer a bundled campaign.

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7. LAUNCH & VISUAL CAMPAIGN PACKAGES



THE FEATHER - \$199

Concept teaser, cover reveal, release-day cinematic promo image.



THE ROOK - \$349

Concept teaser, title reveal, cover reveal, 30-sec cinematic trailer, 1 promo still.



THE REEL - \$549

Concept teaser, title reveal, cover reveal, 45-60 sec trailer, 15-sec social cut, character reveal, 2 promo stills, release-day CTA asset.



THE PREMIERE - \$749

Everything in The Reel, 60-90 sec premiere trailer, 2 short-form cuts, 2 character reveals total, 4 promo stills total, setting visual, custom end cards, enhanced music/sound



THE LAUNCH - \$949+

Everything in The Premiere, expanded visual campaign, character continuity, multiple key locations, 6-8 promo stills, multiple reveal assets, release-week social assets, campaign



THE WORLD - CUSTOM QUOTE

Series / brand worldbuilding production, visual bible, continuity system, campaign design, and custom deliverables.

Package / service notes or substitutions requested:



CREATIVE BRIEF & BOOKING

Final scope and pricing are confirmed in writing before production.

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8. ASSETS YOU WILL PROVIDE

- | | |
|---|---|
| ☐ Book cover / artwork | ☐ Logo / brand files |
| ☐ Character art / references | ☐ Product photos |
| ☐ Narration / voice sample | ☐ Synopsis / approved excerpts |
| ☐ Brand guide / fonts | ☐ Other |

9. MUST-INCLUDE / AVOID

Must include:

Please avoid:

10. PROJECT ESTIMATE & 50% BOOKING DEPOSIT

Quoted Project Total \$

50% Deposit Due \$

Remaining Balance \$

Estimated Production Window / Delivery Notes

11. REQUIRED ACKNOWLEDGMENTS

- ☐ I understand that a 50% booking deposit and signed agreement are required to reserve production.
- ☐ I acknowledge and accept that Rook & Reel Studios uses AI-assisted and generative production tools.
- ☐ I confirm I have permission to submit and use all client-provided materials for this project.
- ☐ After public release, Rook & Reel may feature the finished work in its portfolio/social media.
- ☐ Please keep the finished project out of the Rook & Reel public portfolio.

Creator Typed Signature

Date