

## **DVAuction Market Rates For Southern Auctions**

The rates listed below are provided for customers of Southern Auction Markets who use DVAuction services in their local market.

<u>Service</u>	<u>Rate</u>
Full Service	\$2000.00
Auction Market Provides operator	1500.00
DV Operator Services	750.00
Video Editing per Lot	\$25/LOT
Video Editing for Multiple Lots	\$75/HOUR
Videography	Call for proposal

- 1. Full Service** - Rate for a customer who wishes to have their production sale hosted at a DVAuction market and wants the full service package, which includes a DV operator, bid module, additional cameras, sale catalog upload, DV Calendar eblast prior to the sale and/or video services if needed. **\$2000.00, plus operator travel expenses.**
- 2. Auction Market Provides Operator.** Rate for a customer who wishes to have their production sale hosted at a DVAuction market who provides the operator. This option includes the use of the audible bidding feature, sale catalog upload, DV Calendar eblast prior to the sale and the existing DV equipment that is on site. This rate does not include a DV operator, use of the bid module, additional cameras and/or video services if needed. **\$1,500.00.**
- 3. DV Operator Services.** Rate for a DVAuction market customer who is having a special feeder calf or replacement female sale for either the \$85 or \$125 per broadcasted sale price and would like a DV operator to conduct the sale. This rate includes a DV operator on sale day only, use of the bid module, and existing camera and DV equipment. The operator will be required to be on site no later than 2 hours before the scheduled start time of the sale. **\$750.00 plus expenses if needed, plus the \$85 or \$125/broadcasted sale rate.**
- 4. Video Services.** Services for editing video provided by the Auction Market, either to be posted at DVAuction for broadcast, or to be supplied to the Auction Market for a local feed. The edited videos for a DV Broadcast will be 20-30 seconds in length. The edited videos for Auction Market use may be up to 60 seconds in length. There will also be a \$50 fee to make a DVD for in house viewing (shipping both ways will be paid by the Auction Market). Please Call Ideal Video Productions at 254/319-5349 to schedule these services.
- 5. Videography Services.** Services for shooting video are available through Ideal Video Productions. Please call Wade at 254/319-5349 for prices.