



A Word from our President:

Thank you for taking the time to visit our website EyeM@ilinc.com. It is our goal as a company to continually increase our quality and feature set, in order to maximize your valuable marketing dollars. If there are any ideas or suggestions you stumble upon in your tour of our site, please feel free to send us an email to feedback@eyemailinc.com

Production Contract

The process to get started with your own Live Spokes Person is simple. Print pages two and three of this document, complete and fax back to our office.

Insertion Order Instructions

- Fill out your contact information.
- Tell us how many videos you want and how long they will be in length.
- Tell us the website they will be going on.
- Select how you want the shot composition to be.
- Fill in the name of the actor you want from our site.
- Tell us how you would like them dressed.
- Fill in the approved amount given to you on the phone for custom productions.
- Sign the Insertion order

Contract Instructions

- Fill out your company information
- Read and approve the contract
- Sign and date the agreement

Once we receive your fax we will contact you to confirm receipt. You will be invoiced for ½ of the production value ahead of time with the final balance due on delivery.

Please Fax to 770-919-1477, Attn: Production



Turnaround time will be a few days max. Usually from the time a shoot is made you will receive your final product within 3-5 business days. All scripts must be under the timeframe discussed and emailed to us at production@eyemailinc.com






Technical Contact Person: _____

Company Name: _____

Phone: _____ Fax: _____ E-mail: _____

Production Specifics

- **EyeM@il Inc.**™ is hereby authorized to film, edit and produce _____ (number) spokesperson videos less than _____ (total script length) in length each for installation on Company website (http:// _____). Company will email script to script@eyemailinc.com
- **EyeM@il Inc.**™ shall provide an electronic copy of all final videos to Company for archive, as well as website code for playback on website.

Shot Selection	 <input type="checkbox"/> Tight Close-up  <input type="checkbox"/> ¾ Body Shot  <input type="checkbox"/> Full Body Shot
Spokes Person Selection	
Dress Style	
Approved Production Fee	\$ _____

I am an authorized representative of Company and hereby authorize **EyeM@il Inc.**™ to invoice Company 50% of the above authorized contract amount, with the balance due on product delivery. This amount has been approved by Company and verbally authorized by **EyeM@il Inc.**™. My affixed signature below, along with Company's receipt of said invoice from **EyeM@il Inc.**™ serves to formalize this production agreement.

Signature **Date**

Title (Printed) **Name (Printed)**



Additional Notes:

THIS AGREEMENT, made this _____ day of _____, 20_____,
by and between **EyeM@il Inc.**, incorporated under the laws of the State of Georgia,
And _____,
Whose address is _____,
In the city of _____ and State of _____
Social Security / Tax ID _____ (hereinafter called "Client"), as follows:

1. PURPOSE

- The Purpose of this document is to establish a contract between **EyeM@il Inc.**™, and Client: for the production of multimedia video presentations.

2. DESCRIPTION, USE AND OWNERSHIP

- **EyeM@il Inc.**™ will provide its video production services to Client, for the creation of short promotional video clips or multimedia presentations.
- **EyeM@il Inc.**™ will film, edit and render videos for streaming broadcast on the internet or dvd playback.
- **EyeM@il Inc.** will provide the necessary html code for the playback of these videos over top of the Client's website.
- **EyeM@il Inc.** will provide technical support for the installation and deployment of videos.
- All Project specifics for each video will be outlined on **EyeM@il Inc.**™'s Insertion Order provided.
- The Completed final project will be solely owned by Client, with a copy retained by **EyeM@il Inc.**™ for archive or demonstration purposes.
- Final project files will be uploaded to **EyeM@il Inc.**™'s website for internet streaming with an archive copy to be distributed electronically to Client.

3. SCRIPT WRITING

- Client shall provide **EyeM@il Inc.**™ a written script in electronic format prior to the start of production. Any changes made by the Client to the script or project after production may alter the final billing.

4. PRODUCTION

- **EyeM@il Inc.**™ shall exercise sole discretion in the hiring and firing of crew and other production staff. The VideoSpokesPeople™ insures the highest possible standards of production for the specified budget.
- **EyeM@il Inc.**™ warrants that the production shall cost no more than the grand total listed on insertion order without prior written consent of the Client. Client reserves the right to increase, not decrease said budget at any time after insertion order approval.
- **EyeM@il Inc.**™ insures to provide a finished version of the Project to the Client within a reasonable time frame

5. PAYMENT

Please Fax to 770-919-1477, Attn: Production



- A 50% deposit is payable on contract approval
- A 50% final payment is due upon project delivery

6. ENTIRETY OF Project

- There are no other agreements relative to this Project between either of the parties hereto either verbally or in writing and this document , along with the attached insertion order constitutes the entirety of the contract.

I have read, understand and agree with every provision of this contract and by my signature, hereby certify that I accept and agree to abide by them and that I am competent and legally qualified to enter in to such a contract.

EyeM@il Inc.™

Client

BY: _____

BY: _____

TITLE: _____

TITLE: _____

DATE: _____

DATE: _____



THINGS TO HELP YOU

Over the course of business we realized that you may need to be shown what you can do with your videos, because you may not remember all the details. So here goes.

The Basics

1. Tell us whether you want your video to play:
 - Automatically no matter how many times you visit your site
 - Automatically the first time, then show the play button every time afterwards.
 - Never play automatically but only when they click:
 - a. The play button located in the lower left of the screen
 - b. On the actor who is standing frozen in a smile, with a big play me button on their chest.
2. Tell us what you want to happen when the video is done playing. Do you want it to go away into the play button, or would you prefer it to freeze at the end with the “replay” appearing.
3. Tell us if you want the video to play right away or to wait a few seconds before playback. You can even wait 45 seconds to play depending on whether you want to give your users time to digest what they see on your page first.

Other Items

4. You may have a link associated with your video so when someone clicks on it they go somewhere within your site.

Usage - You may write your script in a way that asks the user “click on me” to Etc etc.

5. You may have our actor point or motion to their left or right anywhere in the script.

Usage - Write your script in a way that at just the right moment the actor points to an area of interest on your website. Remember the actors right is actually your left so be clear in your script.



There are many other things you can do with your production that it would take a web page to explain it all. That is exactly what we have. Visit our installation instructions page on our website for more.

Final Note: Please keep your script length in check. 1 minute = 180 words. Visit <http://www.wordcountool.com> if you need to do a quick check,