HOOK&POST

VIDEO PODCAST POST-PRODUCTION · HOOKANDPOST.COM

RATE CARD
v2026.11.22
Effective November 22, 2026
All prices in USD

Simple monthly retainers for weekly video podcasts. No long-term lock-ins. Pause or cancel anytime with 14 days' notice.

PACKAGE	PAID PILOT **$550** one-time · reg. ~~$750~~	CORE **$2,400** per month · **$600** / episode **4 episodes / month**	MOST POPULAR PRO 4K **$3,000** per month · **$750** / episode **4 episodes / month**	FULL SHOW **$3,800** per month · **$950** / episode **4 episodes / month**
EPISODE LENGTH	Up to 90 min	Up to 60 min	Up to 90 min	Up to 90 min
CAMERAS	Up to 4 in 4K	1–2 · studio or Riverside / SquadCast	Up to 4 in 4K	Up to 4 in 4K
EDIT	Full multicam storytelling (same standard as Pro 4K)	Tight pacing — dead air, filler & tangent cleanup	Full multicam storytelling — rhythm, reactions, pacing	Full multicam storytelling — rhythm, reactions, pacing
COLOR	Log grade & camera matching	Clean correction & exposure balance	Cinema-grade Log grade & multicam matching	Cinema-grade Log grade & multicam matching
AUDIO	Broadcast mastering — de-bleed, EQ, compression, loudness	Broadcast engineering — -14 LUFS YouTube / -16 LUFS audio	Broadcast mastering — de-bleed, EQ, compression, vocal presence, LUFS	Broadcast mastering — de-bleed, EQ, compression, vocal presence, LUFS
COLD OPEN / HOOK	30–60 sec teaser	—	30–60 sec high-retention intro	30–60 sec high-retention intro
VERTICAL CLIPS	3 clips · Reels / Shorts / TikTok	2 light clips · clean cuts + branded captions	3 clips · Reels / Shorts / TikTok	4 handcrafted clips · custom hooks, SFX, light motion / B-roll
YOUTUBE EXTRAS	Chapters & full transcript	Chapters & full transcript	Chapters, show notes & full transcript	Pro 4K extras + high-CTR thumbnail, 3 title options, SEO description
UPLOAD & SCHEDULING	—	—	Direct to YouTube, RSS host or your cloud	Direct to YouTube, RSS host or your cloud
REVISIONS (FRAME.IO)	1 consolidated round	1 consolidated round	1 consolidated round	2 consolidated rounds
TURNAROUND	72 hours	72 hours	72 hours	Priority 48–72 hours
COMMITMENT	Zero commitment — if you don't love it, we part ways cleanly.	Month-to-month on every retainer. Pause or cancel anytime with 14 days' notice.		

ONE-TIME · BUILT DURING ONBOARDING

SHOW BRANDING & MOTION KIT

$500 launch rate · reg. ~~$750~~

Built once during onboarding and reused across every episode.

- Custom animated intro / outro & transition stingers
- Branded lower thirds, guest nameplates & subtitle styling
- Custom show LUT & audio mastering preset locked to your studio mics

Waived automatically on Full Show or quarterly prepay.

ADD-ONS

Extra consolidated revision round	**$150**
24-hour rush delivery	**$200 / episode**
Custom YouTube thumbnail + title / description pack	**$100 / episode**
Extra handcrafted vertical clip	**$75 / clip**

HOW REVISIONS & SCOPE WORK

Consolidated rounds
All timestamped notes in one batch on Frame.io within 48 hours of draft delivery.

Studio fixes are always free
Typos, audio glitches or render bugs on our side never count as a revision round.

When the clock starts
Turnaround starts once all raw footage and audio tracks are uploaded and verified.

Billing
Monthly in advance (card or bank transfer). Paid Pilot due before kickoff.