



FIELD GUIDE / 2026 EDITION

Fifteen Seconds of Film Is 360 Rendered Frames. We Priced **Every One.**

Explainer, hero spot or loop: three product films at three prices, the channel cutdowns each needs, and how a \$20,850 brief became a \$7,500 launch.

START HERE

Nobody orders frames. Every quote counts them.

A product film is priced in seconds on the brief and in frames in the studio. At 24 frames a second, a 15-second spot is 360 images, each one lit, rendered and checked like a still. That is why a sentence that looks small in an email can double a quote.

Most product film briefs ask for three films at once without saying so: something that explains the product, something that sells it, and something that loops on the product page. Each is a different job with a different length, and each has its own list of cutdowns. Chosen deliberately, one of them is usually enough for a launch.

WHAT THE BRIEF SAYS		WHAT IT MEANS IN FRAMES
01	A 60-second film	1,440 frames. Four times the hero spot, and usually the wrong film for a launch.
02	Also a vertical version	The camera is re-framed and the shot rendered again. A crop of a wide frame loses the product.
03	Make it slow motion	Twice the frames for the same seconds, and twice the render time.
04	In every colourway	Another 360 frames per colour, when a two-second colour swap would say the same.

Length is the price. Choose the film before the seconds.

An explainer, a hero spot and a loop are three products, not three lengths of one. Decide which job the film does and where it runs, and the length, the frame count and most of the cutdowns follow on their own.



Maverick Frame production render.

THE INVOICE

A launch film brief, taken literally

Below is a composite of the product animation briefs we received this year, priced at mid-market studio rates. Every line appeared in a brief for a single product launch, usually in one paragraph and usually with a four-figure budget.

LINE ITEM	BASIS	AT STUDIO RATES
01 Product model rebuilt to animation standard	rebuild	\$1,200
02 Storyboard and animatic	board	\$600
03 60-second explainer, 1,440 frames	1 min	\$4,500
04 15-second hero spot, 360 frames, dust simulation	0.25 min + sim	\$3,500
05 Three 6-second loops for product pages	3 x \$450	\$1,350
06 Hero recomposed for 9:16 and 1:1	2 x \$700	\$1,400
07 6-second and 10-second bumper cuts	2 x \$300	\$600
08 Everything mastered in 4K	re-render	\$1,800
09 The hero in three more colourways	3 x \$1,000	\$3,000
10 Sound design and licensed music	audio	\$900
Subtotal		\$18,850
The hero shot at 48 fps for slow motion		+ \$2,000
What the brief asks for		\$20,850
What the launch needs		\$7,500

\$13,350 of it is work the launch never needed.

The launch needs the model (\$1,200), a storyboard (\$600), the 15-second hero with its dust (\$3,500), one vertical recompose (\$700), two 6-second loops cut from the hero scene (\$600) and sound (\$900). The explainer can follow once the hero has run.

CHOOSE THE FILM

Explainer, hero spot or loop

THE FILM	LENGTH AT 24 FPS	WHAT IT DOES	PRICED AT
Explainer	45-90 sec, 1,080-2,160 frames	Shows how it works, step by step. Product pages, sales decks, trade stands.	About \$4,500 a minute
Hero spot	15-30 sec, 360-720 frames	Sells the feeling. Launch, paid social, large screens.	\$1,500-2,000 per 15 sec, plus simulation
Loop	6-10 sec, 144-240 frames, seamless	Replaces a still on a product page or listing.	\$300-450 each, less from an existing scene

IN THE BRIEF	WHAT TO WRITE INSTEAD
01 A 60 to 90 second film	Say what the film has to do. Most launches need a hero spot; an explainer earns its length only where people buy after reading.
02 Versions for every channel	Name the two channels that matter. Each recomposed ratio is a new camera and a new render, not an export.
03 4K masters of everything	4K for the hero if it runs on a large screen. Web and social play in HD, and HD renders in a fraction of the time.
04 Slow motion	Name the one shot that needs it. Slow motion doubles the frames of every second it covers.
05 Every colourway animated	Animate the hero colour. Show the rest as stills or a short colour swap at the end.
06 Bumpers and teasers	Order them with the film. Cut from frames already rendered, they cost a fraction of a new shot.

THE ONE PAGE

What brands actually send us

The clients whose logos sit on our service pages do not send shot lists. For product animation they send something close to this, usually inside the body of an email, and it is enough to quote from and to start the storyboard.

01	The product	One line, plus CAD or an existing render model. Say what moves.
02	The real object	A sample, or photographs in plain light from several angles.
03	The film	Explainer, hero spot or loop. One of them.
04	The length	In seconds. If unsure, say where it runs and we will propose one.
05	The one thing it must show	The feature, the texture or the moment that sells the product.
06	Where it runs	The channels and their ratios. This sets the cutdowns.
07	One reference film	A link and one line on what you like in it: the pace, the light, the camera.
08	Sound	A brand track, a licence budget, or silence.
09	The date you need it	The real one. A film up to a minute takes four to six weeks, storyboard first.
10	The budget	A figure or a range. It decides the film faster than any shot list.

Say intent, not camera moves

Tell us what the viewer should feel and remember. Camera paths, timing and lighting are what we do every day, and a film storyboarded from intent comes out better than one dictated shot by shot.

Let the animatic do the arguing

Comments are cheap on a storyboard and expensive on rendered frames. Two rounds at draft stage are where the film is decided; after that, every change is re-rendered.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us the product and the channel list

CAD or an existing render model, a sample or photographs, one reference film and the list of channels the film has to run on, in whatever state they are in. We will reply with the film we would make, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
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Product animation	maverickframe.com/services/3d-product-animation/
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Or simply	reply to the email this guide arrived in.
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Written by the people who read these briefs

Dim Kuzmenko is the founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.