

Video Artistry

by
Maurer Creative Services

Video has become a priceless keepsake. Many couples who have received professionally produced wedding videos, as well as most Wedding Consultants, are encouraging others to budget for their wedding with an emphasis on video. One bride recently commented, “So many wedding expenses are for things that are consumed or forgotten in a matter of hours... the video will be there forever.”

Maurer Creative Services specializes in wedding-related videography. By blending creative candid footage, music, and romantic sequences with appropriate editing, the elegance, fun, and sincerity of your special day is captured and produced into a unique and memorable wedding video that you'll cherish for a lifetime. The videos created by Maurers are highly edited, artistic productions. Their professional camera skills and photo-journalistic eye for details and camera angles are easily overlooked by inexperienced videographers.

Although friends and family have great intentions, don't count on an acceptable video just because they have a new camcorder. Hundreds of hours of professional experience, creative camera techniques, and in-depth editing make a big difference in the quality of the completed video. And, just like professional photography, pricing for professional videography varies widely, even within the same area. Videographers may even be using similar cameras and editing systems, but it will be their skills, experience, style, and techniques in both shooting and editing that will be immediately distinguishable. Professional wedding videography is an artistic medium and it's impossible to shop by price alone when selecting your videographer. Videographers shoot and edit video differently... their styles and quality can vary tremendously. In order to make an informed decision about their distinctive differences, be sure to see actual samples of work produced by the videographers that you are considering.

Maurer's editing techniques give your video the finishing touches that will set it apart from others. Titles, music, dramatic segments, and fun-to-watch highlights are intertwined throughout the finished production. Particular attention is given to the pacing and flow, making it an enjoyable video to watch and share with others.





Video Services

Artistic Wedding Day Video

Complete Coverage

\$3500

The *Complete Coverage* of the *Artistic Wedding Day Video* contains an all-inclusive look at the day's events. Two camera operators are used for the entire day, and their trained eyes will capture all of the details encompassing the wedding and reception.

Typical coverage includes excerpts of the preparations, the photo session, families and friends, the entire ceremony, leaving for the reception, and the reception itself. If you're having a dance as part of the reception activities, the reception coverage will also include the first several dances. (*If desired, extra video coverage before or after the wedding may be secured at the rate of \$150 per hour.*)

The ceremony portion of the production is captured with at least two cameras and will be included in its entirety on the final DVD. If the ceremony facility has a professional sound system, Maurer Creative Services will consult with the sound technician and determine the feasibility of recording audio from an output of their system. If a professional sound system is not available, a combination of sensitive on-camera mics and a wireless mic system will be used.

Complete Coverage also includes a 10-12 minute *Highlight Reel*. This is a highly-edited, fun-to-watch sequence that incorporates 2-3 songs and the best video clips from all of the footage. The clips and music are edited into a dramatic storyline, and presented in a way that keeps your viewers totally engaged. The *Highlight Reel* is included on the final DVD, and a link is provided, making it readily available for sharing on your Social Networking sites or for e-mailing to friends and family. 3 DVD copies of your *Artistic Wedding Day Video* will be provided. Additional copies are only \$10 each.

Standard Wedding Day Video

Key Coverage

\$2400

The *Standard Wedding Day Video* incorporates the same techniques and attention to detail as the all-inclusive, *Artistic Wedding Day Video*. This *Key Coverage* utilizes just one camera operator, and will yield a shorter finished product. And rather than the 10-12 minute *Highlight Reel* that the *Complete Coverage* includes, the more economical *Key Coverage* includes a 4 minute, single song *Recap* of the entire day. Two cameras will still be used for the ceremony coverage, but one will typically be stationary and unmanned. The ceremony will be included in its entirety on the final DVD.

Cinematic Music Video

\$1800

A popular supplement to the wedding day coverage is a custom-produced *Cinematic Music Video*. Typically captured several weeks before the wedding, this video is perfect for showing at your ceremony or reception. The *Cinematic Music Video* portrays your unique personalities in a fun, upbeat production. Created around an appropriate song, this short video provides a perfect memory and display of your love for each other as it shows you enjoying time together. The fun and creative possibilities are endless.

Since Maurers also provides Professional Photography services, their weekends book-up quickly. If they're already booked for your wedding date, don't rule-out the *Cinematic Music Video*.

Note: If you're using Maurers for your Wedding Photography, the *Cinematic Music Video* can usually be captured in conjunction with your Engagement Session. In order for it to be shown at your wedding or reception, the *Cinematic Music Video* should be scheduled as soon as possible to provide the time necessary for capturing and producing your unique story.

Your Next Step

To reserve your wedding date with Maurer Creative Services, an initial, non-refundable payment of \$500.00 must be made. Please call and verify that a date is available before sending an initial payment. The balance of the video charges are due 30 days prior to your wedding. Once you've retained a date, you'll receive a "Wedding Video Contract" and a "Wedding Video Details" form to help us plan your production. Since there are many hours of editing involved in an Artistic Wedding Day Production, the finished, fully-edited video can be expected approximately 6-8 weeks after the wedding.

Feel free to schedule an appointment to discuss your video expectations or to see samples of our work... we would love to meet with you. (*To give each of our clients the individual attention they deserve, we work by appointment only. Please call with any questions or, to reserve your date.*)

All prices are subject to change without notice

Client Comments

We just wanted to thank you one more time for the beautiful video that you produced. We have had many friends and family members watch the video, and everyone has been impressed, many to the point of tears...

*Bill & Jackie
Sioux Falls, SD*

Maurers captured not only the beauty of our daughter's wedding, but also the holiness of the ceremony.

They blended the events of the day with the heart of the people involved in a very professional manner.

We have a priceless treasure to enjoy over and over!

*Jim & Nancy
Sioux Center, Iowa*

The rush of emotions that we felt when we watched the video was everything we hoped for. You guys caught every detail and have presented it in a way that causes us to relive the day every time we watch it.

*Ben & Cathy
Clive, Iowa*

We are so thankful Maurer's captured our daughter's wedding day! When viewing the video, you will be "seeing a priceless gift" like no other! They are worth every penny and so much more. I watched the video three times the day I brought it home and saw so much of the wedding I missed. As a parent, it will leave you speechless and in tears.

*Alicia & Jim
Arnolds Park, IA*

We are awestruck at how wonderful the video is. I am speechless at the job you did... I am thrilled beyond words. Consider this your long distance "pat on the back." I can't speak highly enough of the work you did. Thank you very, very much. Our money was well spent, and I can't believe I ever hesitated at my daughter's suggestion to have her wedding videotaped by a professional.

*Cindy
Bloomington, IL*

We love our wedding video! We continue to show it off and people can't help falling in love with your work. You were all so flexible, fun and wonderful! It was worth the wait to have such a beautiful wedding video keepsake.

*Tara & Brent
Orange City, IA*



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Maurer Creative Services, Inc.

1009 E Prairie St
Boyden, IA 51234
(712)725-6040

www.maurer-photo.com



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