

## Appendix A Materials and Budget

Mini-DV tapes (qty. 10-20) for recording footage and 3 for mastering.	\$30.00 <sup>1</sup>
Digital Photo Camera (borrow from roommate)	\$0.00
Photo/video light kit (already own)	0.00
G4 Computer w/160 Gb storage (already own)	0.00
Final Cut Pro video editing software (already own)	0.00
Adobe Photoshop (already own)	0.00
Digital Video Camera also for use as deck (own Canon GL-1 3-chip)	0.00
DSL internet connection (for downloading footage from internet archives)	\$200.00 <sup>2</sup>
3/4" video player (for TV commercial tapes) (already own)	0.00
microphone (for voiceover) (own SM-58)	0.00
DAT recorder (for voiceover and location sound) (already own)	0.00
Scanner (for digitizing print ads) (already own)	0.00
VHS VCR (for rental tapes) (already own)	0.00
Video rentals	\$120.00 <sup>3</sup>
Subscription to Online Commercial Archives (Adcritic and Ad-land)	\$80.00
Rental fee for exhibition venue	\$100.00
Video projectors (qty. 2) for exhibition (own 1)	\$600.00 <sup>4</sup>
VHS VCR (qty. 2) with auto-repeat for exhibition (own 2)	0.00
Self-powered small speaker (qty. 2) for exhibition	\$180.00 <sup>5</sup>
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Total	\$1310.00 <sup>6</sup>

<sup>1</sup> For Mastering Tapes, other tapes can be re-used; I already own about 20.

<sup>2</sup> \$40/month, budgeted for 5 months; I already have a DSL subscription, so the cost of this could be considered "\$0".

<sup>3</sup> \$3/for five day rental, budgeted for 40 movies

<sup>4</sup> Can probably borrow another, budgeting for last-ditch rental

<sup>5</sup> Can probably borrow, or purchase used, budgeting for purchase new

<sup>6</sup> All estimated prices include sales tax and shipping if applicable and are rounded to the nearest ten dollar amount.