

# sleepless

TOKENS MENU

## Token System

Each month you'll get 220 new Tokens.  
You can request more than one task at a time. We'll provide an ETA for each one.

Unused Tokens roll over to the following month.  
As an example, a static ad starts at 10 credits, and it includes 2 revisions and variations.

Special requests can modify the Token cost of a task  
- This will be communicated on Slack.




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## TOKENS MENU


### CREATIVITY


(All costs may vary depending on the complexity of the request)


Pipeline of Creative Concepts • 20 

### VIDEO EDITING

(All costs may vary depending on the complexity of the request)



Video Ads • 25   
(includes 2 revisions and 4 variations)

General video editing • 20 





Ad update • 15 

## MODIFIERS

#### REVISIONS

Up to 2 rounds of revisions • 0   
Each round from the 3rd onward • 2 




#### BRIEF

No Copy/VO provided • 5   
Needs footage from our internal library • 5   
Needs footage from an external Stock library / AI generation • 10   
Needs VFX • 10 

#### VARIATIONS

Up to 4 variations • 0   
From 4 to 8 variations • 5   
From 9 to 12 variations • 10   
More than 12 variations • 15 

#### RESIZES

Up to 3 sizes delivered • 5   
From 4 to 8 sizes • 8   
More than 9 sizes • 12 

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## TOKENS MENU

### GRAPHIC DESIGN

(All costs may vary depending on the complexity of the request)

Graphic design	20	slp
Illustration	20	slp
Social Media Still Ads	10	slp
Memes	5	slp
Logo design	20	slp
E-mail marketing	20	slp
DOOH	30	slp
OOH	15	slp

### MODIFIERS

#### REVISIONS

Up to 2 rounds of revisions	0	slp
Each round from the 3rd onward	2	slp

#### BRIEF

No Copy/VO provided	5	slp
Needs footage from our internal library	3	slp
Needs footage from an external Stock library / AI generation	10	slp

#### VARIATIONS

Up to 4 variations	0	slp
From 4 to 8 variations	3	slp
From 9 to 12 variations	6	slp
More than 12 variations	9	slp

#### RESIZES

Up to 3 sizes delivered	3	slp
From 4 to 8 sizes	5	slp
More than 9 sizes	9	slp



ANIMATION

(All costs may vary depending on the complexity of the request)

Motion Graphic Ads - Animation	30	slp
2D Animation	30	slp
VFX	10	slp
3D Animation	160	slp
End card (design and animation)	15	slp

MODIFIERS

REVISIONS

Up to 2 rounds of revisions	0	slp
Each round from the 3rd onward	3	slp

BRIEF

No Copy/VO provided	5	slp
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VARIATIONS

Up to 4 variations	3	slp
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More than 12 variations	15	slp

RESIZES

Up to 3 sizes delivered	5	slp
From 4 to 8 sizes	8	slp
More than 9 sizes	12	slp

WEB DESIGN

(All costs may vary depending on the complexity of the request)

Banners	20	slp
Landing Page	40	slp

MODIFIERS

This will depend on the complexity of the task and the information provided.	5 to 100*	slp
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E-mail marketing (Includes 2 revisions and 4 variations)	20	slp
DOOH (Includes 2 revisions and 4 variations)	30	slp
OOH (Includes 2 revisions and 4 variations)	15	slp

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