5 things your AI video quote must include

Before you agree a price, check the quote says all five. A cheap quote that leaves one out can cost more than a dearer one that includes them.

1. Retakes

A clip that comes back warped is a retake, not a finished shot.

Ask: how many retakes are included, and what happens after that number?

2. Revisions

How many rounds are included, and what counts as one round.

Ask: before you agree a price, not after.

3. Formats

9:16 first, with 4:5 and 1:1 cut-downs. Each cut-down is a real edit, not a free resize.

Ask: which cut-downs are in the price?

4. Rights

The quote should say who owns the finished ad, and when the rights pass to you.

Ask: if the quote does not say that, ask.

5. Quality checks

Every clip checked frame by frame against the locked character before delivery.

Ask: for a finished film, not a reel of best frames.

By Hafiz Afaq, AI filmmaker and creative director, Karachi.

From the blog post: What an AI video ad costs, and what you actually pay for

characterlock.wordpress.com/2026/11/15/what-an-ai-video-ad-costs/

Free Character Lock Kit: hafiz-afaq-portfolio.vercel.app/services/character-lock-kit/