



The 2026 Animation Pricing Guide

What it really costs to animate a children's book — and how to choose.

A free guide from **Animate My Storybook**
Broadcast-grade animation for children's book authors
animatemystorybook.com

The Animation *Pricing Guide*.

For children's book authors considering animation. Packages, timelines, deliverables — and the 3 questions every author should ask before hiring any studio.

Why animate your *book now*.

Children today don't read books — they experience them. The screen is the new shelf. Authors who learn this early are the ones whose stories outlive a single launch.

Animation isn't a luxury anymore. It's how you stay in front of a child long enough to be remembered. The same book you spent two years writing can become a cinematic universe in two months — and live forever in the spaces children actually spend their time: TikTok, YouTube, classroom screens, and bedtime tablets.

The data: Children's video content under five minutes generates the highest school-licensing demand and the longest social engagement. A book with a 3–5 minute animated short outsells a book without one by an average of 4–7× in the first year, based on industry data we've reviewed across self-published Caribbean and US authors.

The shelf was never the goal.

Your book was meant to be experienced, shared, and remembered. Animation makes that possible — at a cost most authors don't realize is finally accessible.

The 4 packages, *decoded*.

We offer four cinematic animation packages — built for different stages of an author's journey. Every package includes 100% IP ownership, broadcast-grade production, and a dedicated producer.

The Spark

A 60–90 second cinematic trailer. Perfect for authors who want to test their audience response, build pre-launch buzz, or run their first paid social campaign. Up to 3 character designs, professional voiceover, original soundtrack, 4K + 3 social formats, 100% IP ownership, 2 revision rounds.

The Story

A 2–3 minute animated short with full voice cast and educational cut. School-licensing rights included. Built for authors entering the educator market — librarians, teachers, and school systems looking for high-quality literacy content.

The Universe ■

A full 5–7 minute cinematic episode with unlimited characters, original score, 5 social formats, and a 30-day launch content calendar. The package most authors choose because it does everything: launch buzz, school licensing, and audience-building all from one project.

The Legacy ■

Six full episodes (30–42 minutes total), a complete show bible, Netflix-ready pitch deck, IP legal & trademark support, streamer outreach, and direct involvement from founder Quil Thomas. For authors building a franchise, not a film.

Real production *timelines*.

Anyone can promise a fast turnaround. Here's what actually happens, week by week, on a typical Universe package:

- **Week 1 — Story Architecture.** Discovery session, character briefs, world art direction, soundtrack tone, full story blueprint delivered for sign-off.
- **Weeks 2–3 — Production begins.** Animation, voice direction, scene design, original score composition. Weekly milestone review with you.
- **Weeks 4–6 — Refinement.** Revision rounds, color grading, sound design, final sound mix, music mastering.
- **Weeks 7–8 — Cutdowns & launch prep.** Social cutdowns produced, school cut produced, 30-day content calendar built.
- **Week 9–10 — Final delivery.** 4K master, all formats, soundtrack stems, IP ownership document signed.

Faster is possible. Our fastest delivery on record is 10 days for a 5-minute episode — Pearlette's *Nyla and the Treasure of Talents*. We don't recommend that pace, but it's possible when the manuscript is ready and the author is decisive.

What you *actually* receive.

Every package delivers a complete launch kit — not just a single video file. Here's what shows up in your final delivery folder:

- **4K cinematic master.** Your full animated film in broadcast-grade 4K with original score.
- **Social cutdowns pack.** Vertical, square, and horizontal edits sized for TikTok, Reels, YouTube Shorts, and feed posts.
- **School-licensing cut.** Educational version with discussion prompts — ready to license to schools and libraries (Story tier and above).
- **Original soundtrack stems.** Every layer of the music — strings, percussion, vocals — yours to repurpose.

- **30-day launch calendar.** Day-by-day posting schedule with caption copy, hashtag packs, and creative angles (Universe + Legacy).
- **100% IP ownership document.** Signed legal document confirming you own every frame, character, and stem. Forever.

Payment plans & *budgets*.

Phased payments tied to milestones — you fund the work as it ships. No interest, no third-party financing.

- **The Spark** — 50% deposit at booking, 50% on final delivery.
- **The Story / Universe** — 40% at booking, 30% at Phase 1 sign-off, 30% on final delivery.
- **The Legacy** — 40% at application acceptance, 30% on Episode 1 delivery, 30% on final episode delivery.

Custom payment schedules are available for Legacy package authors. Discuss on your Free Story Chat.

The Delight *Guarantee*.

Authors investing five-figures into animation deserve a safety net. Here's ours:

- **Unlimited revisions.** Every milestone is revised as many times as needed until you love it. We never stop until the work is right.
- **Milestone sign-offs.** We never move to the next phase until you sign off in writing on the current one.
- **Delivery in writing.** Timelines, deliverables, and ownership terms are guaranteed in your contract before any work begins.
- **100% IP ownership.** The moment you receive your final files, every frame is legally yours forever. We never claim royalties or licensing fees.

3 questions to ask *any studio*.

Before you hire any animation studio — including us — ask these three questions. The answers will tell you everything.

If the studio retains any rights, royalties, licensing fees, or "approval" over your usage — walk away. You should own 100% of every frame, every character design, every soundtrack stem. Forever. Get it in writing.

The honest studios will name a clear sign-off process and a written revision policy. Get the milestone-by-milestone approval terms and the revision-rounds count in writing — that's how you stay in control.

Ask for the names. Ask for portfolios. Ask for prior credits. If the studio can't introduce you to your dedicated producer or animator before contract — that's a sign you're getting whoever has bandwidth that

week.

Your next step.

If your manuscript is ready and you're seriously considering animation, the fastest path is a free 30-minute Free Story Chat. We listen to your book, your launch goals, and your audience — then tell you honestly which package fits (or whether we're the right studio for you at all).

Three slots per quarter. By application only for The Legacy. The Free Story Chat is free either way.

Let's map your *universe*.

The Free Story Chat is free. No pitch. No pressure. Just a conversation about your book.

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Want to see your character animated?

Send us your character and we'll animate a short preview — free, in your inbox within 24 hours. No cost, no commitment.

animatemystorybook.com/visualize

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