

Cinestruct | Services Information and Guidelines



Introduction

Cinestruct LLC (“Cinestruct,” “Business,” “our” or “we”) welcomes you. We provide film promotion content services, including press releases, written reviews, and video interviews. This document outlines our services along with our processes and policies. Please review this information to understand our services and terms of engagement. By using our services, you acknowledge and agree to these terms.

Cinestruct Services Offered

Official Press Release: Distribution

- ❖ The final press release is published to an industry newswire.
- ❖ Clients must provide a draft of the press release and all essential details, required in the “Press Release Distribution – Cinestruct,” before review begins.
- ❖ Our Press Release distribution service includes a comprehensive professional review by a staff editor. Your uploaded and emailed press release content and materials will be evaluated for newsworthiness, spelling and typographical errors, consistent style and formatting, and overall clarity. We’ll validate all embedded URLs to ensure they are functional and open in new browser tabs to enhance reader experience. If your release includes a video, a COMPLETE credits list is required and will be reviewed for accuracy. Images and logos will be reviewed for proper rendering—this includes sharpening, cropping, and optimizing for a clean, professional appearance.
- ❖ We deliver the reviewed press release with any red-lined edits or optimizations within 2 to 3 business days for review and approval prior to submitting to a newswire for public broadcast.
- ❖ Once we receive confirmation from the Client, we send out the press release through an industry newswire within 2 to 3 business days. Alternatively, we can schedule the press release publish date per your direction.



Official Press Release: Professional Drafting & Distribution Bundle

- ❖ Our press release bundle services offer professionally crafted announcements for filmmakers screening their new films at film festivals and events.
- ❖ The press release will range between 400 to 800 words, following industry-standard formatting.
- ❖ Distribution is included; the final press release is published to an industry newswire.
- ❖ Clients must provide all essential details, required in the “Press Release Information Form – Cinestruct”, before drafting begins.
- ❖ We deliver the drafted press release within 2 to 3 business days. Once the press release is drafted, we will email the Client the drafted press release for review and approval prior to submitting to a newswire for public broadcast.
- ❖ Once we receive confirmation from the Client, we send out the press release through an industry newswire within 2 to 3 business days. Alternatively, we can schedule the press release publish date per your direction.

Written Review

- ❖ Our written review services provide a professional in-depth analysis of independent film projects, tailored to the specific needs of the project. Reviews typically range from between 250 and 500 words. Reviews are professionally written and published by a Cinestruct staff reviewer or an Industry Professional.
- ❖ Independent film projects include short films, feature films, and screenplays.
- ❖ Short film reviews are 40 minutes or less Feature Film reviews are 41-120 minutes.
- ❖ Clients must provide all essential details, required in the “Written Review Information Form – Cinestruct”, including access to a private screener, before drafting begins.
- ❖ We deliver completed reviews written by Cinestruct Staff within 7 to 10 business days.
- ❖ Film reviews are published and strategically placed on cinevite.com and sent to the Client.

Video Interview

- ❖ Our video interview service is recorded virtually, hosted by Cinestruct staff, and professionally edited, ensuring high-quality content.
- ❖ Client must provide all essential details, required in the “Written Review Information Form – Cinestruct” and “Press Release Information Form – Cinestruct,” before scheduling and work begins.
- ❖ Interviews will be scheduled at least 48 hours in advance. Clients should provide 24-hour notice for rescheduling.
- ❖ Final interview length ranges from 5-10 minutes.
- ❖ The final video interview gets top placement on Cinestruct partners Cinevite event pages that the film screens at, integrated with the Client’s film’s promo page on cinevite.com. A link to the full interview and one teaser clip will be provided for promotional materials.



Cinestruct Process

1. Client selects their promo service or kit and checkout.
2. Client completes the following Information Form(s) by service. Links to the forms listed below are provided after checkout.
 - Official Press Release: Professional Drafting & Distribution Bundle: “Press Release Information Form – Cinestruct”
 - Official Press Release: Distribution: “Submit Your Press Release & Materials Form – Cinestruct”
 - Written Review: “Written Review Information Form – Cinestruct”
 - The Full Write-Up Kit: “Press Release Information Form – Cinestruct” AND “Written Review Information Form – Cinestruct”
3. Once the Client completes and submits the Information Form(s), our team will begin production on their promo kit or service. If applicable, we will also reach out to schedule their interview.

Client Responsibilities

Providing Required Materials

Clients must provide all essential details before the commencement of any service. Incomplete or missing information may impact the accuracy and quality of the final product.

Official Press Release: Professional Drafting & Distribution Bundle

We gather essential details in “Press Release Information Form – Cinestruct.” There are required fields that are needed in order to create and publish the press release. All optional sections will help us gather information about the Client, their film, and their film's team for an accurate, unique and compelling announcement. We can only include as much information as is provided to us.

Press Release: Distribution

Clients must submit their press release and related materials in the “Submit Your Press Release & Materials Form – Cinestruct.” Clients must complete the required fields that are needed to publish your press release.

Written Review

Clients must provide all essential details as required in the “Written Review Information Form – Cinestruct,” including access to a private screener, before drafting begins. Without these materials, we cannot start the review process.



Video Interviews

Clients must provide all essential details about their film and information about themselves as filmmakers before scheduling and work begins. We collect essential details in the forms required in the bundled services, Written Review and Press Release. Although completing these forms is not required for Video Interview production work to begin, the information provided will give us the necessary context to tailor the Clients' interview to them as a filmmaker and artist. Clients are responsible for actively responding and scheduling their video interview within 30 days of payment. Failure to do so may result in delays and forfeiture of service.

Recommended Setup for Virtually Recorded Video Interviews

For a high-quality interview, we recommend the following setup considerations:

- ❖ A stable internet connection
- ❖ Good lighting
- ❖ Good sound environment
- ❖ External mic or headset
- ❖ Clean background representative of the Client

Intellectual Property Compliance

Clients are solely responsible for ensuring that all necessary copyrights, trademarks, and permissions are obtained for any materials they submit to Cinestruct LLC. Cinestruct LLC shall not be held liable for any legal actions, claims, or damages resulting from the Client's failure to secure appropriate rights. By submitting materials, Clients agree to indemnify and hold harmless Cinestruct LLC, its employees, and affiliates from any claims arising due to unauthorized use of third-party content.

Pricing and Payment Terms

Pricing

We provide the following Promo Kits & Services for a flat rate fee:

- ❖ Official Press Release: Professional Drafting & Distribution Bundle
- ❖ Official Press Release: Distribution
- ❖ Written Analysis
- ❖ The Full Write-Up Kit
- ❖ [Cart Add-On] Video Interview

You can [find pricing here](#).



Payment Methods Accepted

We accept payments through Stripe, our payment processing partner. These are the following payment methods accepted:

Cards

- ❖ Visa, Mastercard, American Express, Discover, Diners Club, JCB, and China UnionPay payments from customers worldwide.

Wallet Options

- ❖ Apple Pay
- ❖ Google Pay
- ❖ Link

Buy Now, Pay Later Option

- ❖ Affirm

Cancellations & Refunds

Payments for services are fully refundable prior to work beginning.

For the Written Review and Press Release services, work begins once the following necessary forms are submitted, as applicable: “Press Release Information Form – Cinestruct,” “Submit Your Press Release & Materials Form – Cinestruct,” “Written Review Information Form – Cinestruct.”

For the Full Write-Up Kit service, work begins once either the “Press Release Information Form – Cinestruct” or “Written Review Information Form – Cinestruct.” is submitted.

Cancellation and refund requests should be directed to [support\(at\)cinevite.com](mailto:support(at)cinevite.com).

Refunds will not be issued after work has commenced.

Clients are responsible for responding and completing scheduling and/or the applicable forms within 30 days of payment to remain eligible for service fulfillment.

Termination of Services

Cinestruct LLC reserves the right to decline the project after viewing the film, in which case we terminate the service fulfillment, notify the Client, and issue a full refund.



If a Client fails to respond or complete tasks outlined in the Client Responsibilities section within 30 days of placing their order, the service(s) will be terminated and the amount paid minus processing fees will be refunded. This policy ensures fairness and compensates for administrative efforts and reserved service time.

Revisions & Modifications

Press Release

One round of minor revisions are included in the service. There are additional costs for extra revisions. If Clients have additional revision requests beyond what is included, email support(at)cinevite.com.

Written Review

Clients will have one opportunity to preview the review copy prior to publishing. Cinestruct LLC retains full editorial and publishing control, and the review will be published at the sole discretion of Cinestruct LLC.

Content Ownership & Usage

Ownership & Usage

Video Interviews

The final produced interview content, including all recordings and edited materials, is owned by Cinestruct LLC. Clients are granted a non-exclusive, perpetual, royalty-free license to use, reproduce, distribute, and display the interview content for personal, commercial, and promotional purposes, provided that proper credit is given to "Cinestruct LLC."

Written Film Analyses

Cinestruct LLC retains full ownership of all written film reviews. Clients are granted a non-exclusive, perpetual, royalty-free license to use, reproduce, distribute, and display the written film reviews for personal, commercial, and promotional purposes, provided that the content is not edited or altered in any way without explicit permission from Cinestruct LLC and without proper credit given to "Cinestruct LLC."

Press Releases

Clients have non-exclusive rights to use, reproduce, and distribute the press release.



Cinestruct Usage Rights

Cinestruct LLC reserves the right to use the press release, film review, and interview content, in whole or in part, for promotional purposes related to Cinestruct LLC and the Cinevite platform, including but not limited to showcasing work in portfolios, on company websites, social media channels, and in marketing materials.

Distribution

Client Usage

Clients may utilize the provided materials across various platforms, including websites, social media, press kits, and other promotional channels, without restriction.

Business Portfolio

Cinestruct reserves the right to showcase excerpts or full versions of the produced content (both video and written) in portfolios, on the company website, and in marketing materials. If clients prefer their content not be used in this manner, they must submit a written request to Cinestruct LLC prior to the commencement of the service.

Third-Party Distribution

Any distribution of the content beyond the client's own platforms (e.g., submission to film festivals, media outlets) is permitted and encouraged, provided it aligns with the agreed-upon usage rights.

