

# Build Your Own In-House Video Studios

## Equipment Buying Guides



# Suggested Buying Guide for a Zero Dollar Budget



# Video Studio Equipment Buying Guide for a Zero Budget

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## Camera & Lens

- Smartphone  
(Use more than one if you can)

PRICE: \$0

## Audio

- Smartphone voice memo app
- Or \$20 wired lavalier microphone

PRICE: \$0-\$20

## Lights

- Natural light
- Poster board (used as a light bounce)
- Office lights (avoid shooting directly underneath)

PRICE: \$0

## Other

- \$20 tripod (or a stack of books)
- \$20 gadget (to connect phone to tripod)
- Free video editing software

PRICE: \$0-\$40

# Suggested Buying Guide for a \$1,000 Budget



# Video Studio Equipment Buying Guide for a \$1,000 Budget

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## Camera & Lens

- Entry DSLR or Camcorder
- “Nifty Fifty” Canon EF 50mm f/1.8 STM Lens

PRICE: \$500-\$625

## Audio

- \$25 wired lavalier microphone

PRICE: \$25

## Lights

- 2 Yongnuo LED lights
- 2 Light stands
- Batteries for lights

PRICE: \$188

## Other

- Magnus VT-4000 tripod
- Free video editing software

PRICE: \$150

# Suggested Buying Guide for a \$2,500 Budget



# Video Studio Equipment Buying Guide for a \$2,500 Budget

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## Camera & Lens

- Canon 70D DSLR
- “Nifty Fifty” Canon EF 50mm f/1.8 STM Lens
- Canon 18-135 STM lens

PRICE: \$1,673

## Audio

- Azden wireless lavalier microphone
- Rode shotgun mic
- Zoom H1 audio recorder

PRICE: \$394

## Lights

- 3 Yongnuo LED lights
- 3 Light stands
- Batteries for lights

PRICE: \$310

## Other

- Magnus VT-4000 tripod
- Free video editing software

PRICE: \$150

# Suggested Buying Guide for a \$5,000 Budget





# Video Studio Equipment Buying Guide for a \$5,000 Budget

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## Camera & Lens

- 2 Canon 70Ds
- “Nifty Fifty” Canon EF 50mm f/1.8 STM Lens
- Canon 18-135 STM lens

PRICE: \$2,672

## Audio

- Sennheiser wireless lavalier microphone
- Rode shotgun mic
- Zoom H4 or Tascam audio recorder

PRICE: \$980

## Lights

- 3 Yongnuo LED lights
- 3 Light stands
- Batteries for lights
- Softbox light kit

PRICE: \$610

## Other

- 2 Magnus VT-4000 tripods
- Free video editing software
- SD cards, backdrop, Extra batteries, stand seamless paper

PRICE: \$640

# Additional Resources

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## Where to Buy:

You can get your gear online at Amazon, B&H Photo, or direct from many of the manufacturers. You can also see if you have a photo/video shop in your local area.

When buying, compare between different models, and read the reviews. See if you need to buy additional gear to make something work, such as batteries.

## Renting:

You can rent the gear you need, too. Search your local communities to see what is available, typically your professional photography store will have a rental division (and they will sometimes discount the rental if you end up buying later on). You can also rent online, too, at <https://www.lensprotogo.com/>, which will ship your gear to your location.

## More from Act-On:

- How to [write a creative brief for your next marketing video project](#)
- Act-On Video Hub: <http://video.act-on.com/>