MEDIA KIT AND RATE CARD

Your name or channel

Niche · location · business email

Platforms and handles

Photo

About me

Two or three lines. Who you create for and why they trust you. See the example on page 2.

Audience

Stats as of _____ (month and year)

Followers or subscribers	Average views per post	Engagement rate	Top audience country

Age and gender split	Top cities or other countries

Rate card

DELIVERABLE	ESTIMATED RANGE
Instagram Reel	
Instagram carousel	
Instagram feed post	
Instagram Story frame	
TikTok video	
YouTube integration (60 to 90 seconds)	
YouTube dedicated video	
YouTube Short	
Newsletter placement	
Twitch sponsored stream (per hour)	
Kick sponsored stream (per hour)	
Podcast host read ad	
LinkedIn sponsored post	
X sponsored post	

Extras and add ons

Paid usage rights, 30 days	
Paid usage rights, 90 days	
Paid usage rights, 12 months	
Whitelisting, Partnership Ads or Spark Ads, per 30 days	
Category exclusivity, 30 days	
Rush turnaround, under about 72 hours	
Raw footage	
Cross-post to a second platform	
Extra revision round (after 2 included)	

Past partners and results

Terms

- **Payment terms.** Net 30 from the invoice date is the most common term agencies report, with 45 to 60 days increasingly common.
- **Deposit.** A 50% deposit at signing and 50% on delivery is a common split in creator contract guides.
- **Revisions.** Two revision rounds included. Extra rounds billed at the rate on this card.
- **Kill fee.** If the brand cancels after work starts, a kill fee of 25% to 50% of the project fee is a common range.
- **Usage and exclusivity.** Organic posting only unless paid usage, whitelisting or exclusivity is listed and priced on the quote.
- **FTC disclosure.** Sponsored posts carry a clear disclosure such as #ad or the platform paid partnership label, per the FTC guide for influencers.

This terms block is a general template, not legal advice. Contract terms vary by deal and by state. For advice about a specific contract, consult a licensed attorney. Rates on this card are estimates and starting points, not guarantees. Template from howcreatorsgetpaid.com.

Filled in example. Fictional creator, sample figures

MEDIA KIT AND RATE CARD

Maple Street Kitchen (fictional example)

Photo

Weeknight cooking · Instagram · hello@example.com
TikTok @maplestreetkitchen.example, YouTube @maplestreetkitchen.example

About me

I make 10 minute weeknight dinners for busy parents. My audience is mostly US based home cooks aged 25 to 44 who save my recipes, ask where I buy my tools and come back every week for the next one.

Audience

Stats as of October 2026

Followers	Avg views	Engagement	Top country
20,000	**10,000**	**4%**	**United States**

Age and gender split	Engagement formula
Mostly 25 to 44, 70% women	**likes and comments divided by followers**

Rate card

DELIVERABLE ON INSTAGRAM	ESTIMATED RANGE
Instagram Reel	**$210 to $345**
Instagram feed post (single image)	**$125 to $205**
Instagram carousel	**$170 to $275**
Instagram Story frame	**$80 to $130**

Benchmarks for the 2,500 to 25,000 followers tier. Your views and engagement place you in the middle of the range. Estimates, not guarantees or quotes.

Extras and add ons

Paid usage rights, 30 days (20% to 30% of the Reel fee)	**$42 to $105**
Paid usage rights, 90 days (30% to 45% of the Reel fee)	**$63 to $155**
Paid usage rights, 12 months (70% to 100% of the Reel fee)	**$145 to $345**
Whitelisting, Partnership Ads or Spark Ads, per 30 days (25% to 50% of the Reel fee)	**$53 to $175**
Category exclusivity, 30 days (20% to 35% of the Reel fee)	**$42 to $120**
Rush turnaround, under about 72 hours (25% to 50% of the Reel fee)	**$53 to $175**
Raw footage (30% to 50% of the Reel fee)	**$63 to $175**
Cross-post to a second platform (20% to 50% of the Reel fee)	**$42 to $175**
Extra revision round (after 2 included)	**$25 to $100 per round**

Packages. Many creators take 10% to 20% off when a brand books several deliverables together (Aspire 2026). Each extra is an estimate and depends on scope.

Past partners and results

- Example cookware brand, 1 Reel and 3 Stories, 412 link clicks (sample figure)
- Example meal kit brand, 2 Reels with 30 days paid usage (sample figure)

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- **Revisions.** Two revision rounds included. Extra rounds billed at the rate on this card.
- **Kill fee.** If the brand cancels after work starts, a kill fee of 25% to 50% of the project fee is a common range.
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HOW TO PRICE EACH LINE

Five steps

1. Start with your main deliverable. Find your follower tier in the table below and note the estimated range for a Reel or TikTok video. On YouTube, multiply your average views by the CPM for your niche and divide by 1,000.
2. Place yourself in the range. Engagement and average views above the typical figure for your tier support the upper half. Below typical points to the lower half.
3. Price the other formats from the same tier. On Instagram a carousel, a feed post and a Story each have their own published median. A YouTube dedicated video runs about 1.8x to 2.7x an integration and a Short about 0.4x to 0.6x.
4. Add extras only when the brand asks for them. Each one is a separate line, usually priced as a share of the base fee.
5. Write the scope and terms on the card so the price and what it includes travel together.

Starting ranges by follower tier (estimates)

FOLLOWERS	INSTAGRAM REEL	TIKTOK VIDEO
500 to 2,500 followers	**$33 to $200**	**$5 to $50**
2,500 to 25,000 followers	**$150 to $400**	**$90 to $240**
25,000 to 60,000 followers	**$450 to $1,200**	**$210 to $560**
60,000 to 250,000 followers	**$1,075 to $2,875**	**$540 to $1,450**
250,000 to 1M followers	**$2,400 to $6,400**	**$1,350 to $3,600**
1M+ followers	**From $6,400**	**From $3,600**

YouTube integration, priced from average views (estimates)

NICHE	SPONSOR CPM	AT 10,000 AVERAGE VIEWS
General or mixed	$15 to $35 per 1,000 average views	**$150 to $350**
Tech and software	$25 to $45 per 1,000 average views	**$250 to $450**
Finance and crypto	$30 to $60 per 1,000 average views	**$300 to $600**
Education and business	$25 to $40 per 1,000 average views	**$250 to $400**
Lifestyle and vlogs	$15 to $28 per 1,000 average views	**$150 to $280**
Gaming	$12 to $22 per 1,000 average views	**$120 to $220**

Tier ranges run from 0.6x to 1.6x the published median, the middle 50% Aspire published for nano Instagram Reels, applied to every tier. Under 2,500 followers the range is the published per post band for the smallest tier. Every price here is an estimate from published 2026 industry benchmarks, not a guarantee of income or a quote any brand has to accept.

HOW TO PRICE EACH LINE, CONTINUED

Extras (estimates)

EXTRA	COMMON RANGE	WHY IT COSTS MORE
Paid usage rights, 30 days	**20% to 30% of the base fee**	Aspire reports a median 25% upcharge for one month of digital usage.
Paid usage rights, 90 days	**30% to 45% of the base fee**	Longer terms cost more because the brand runs your content longer.
Paid usage rights, 12 months	**70% to 100% of the base fee**	Perpetual buyouts are usually quoted separately and cost more.
Whitelisting, Partnership Ads or Spark Ads, per 30 days	**25% to 50% of the base fee**	The brand runs ads from your handle, priced per 30 day access window.
Category exclusivity, 30 days	**20% to 35% of the base fee**	You agree not to work with competitors for the window, so the fee covers deals you give up.
Rush turnaround, under about 72 hours	**25% to 50% of the base fee**	A common convention for moving other work to hit a short deadline.
Raw footage	**30% to 50% of the base fee**	Unedited clips let the brand cut new ads without hiring you again.
Cross-post to a second platform	**20% to 50% of the base fee**	Aspire found creators charge 20% to 50% of the primary rate, and some include it free.
Extra revision round (after 2 included)	**$25 to $100 per round**	Freelance video rates run $25 to $100 a round. One contract example bills $75.

Other channels (estimates)

LINE	PUBLISHED BENCHMARK	EXAMPLE OR HOW TO SET IT
Twitch sponsored stream	$0.60 to $1.00 per average concurrent viewer per sponsored hour (Gamesight)	**200 average viewers for 2 hours is $240 to $400**
Kick sponsored stream	No Kick specific benchmark published (Gamesight method, not Kick specific)	**Set your own price. Many sponsors use the same per viewer hour method as Twitch**
Podcast host read ad	$24 to $26 CPM for 60 seconds, $18 to $22 for 30 seconds, per 1,000 downloads in the first 30 days (Libsyn Ads)	**5,000 downloads is $120 to $130 for 60 seconds**
LinkedIn sponsored post	Most posts land $200 to $2,000, median $798 (Favikon 2026)	**Set your own price. Follower count explains little of LinkedIn pricing**
X sponsored post	1,000 to 10,000 followers $25 to $150, 10,000 to 100,000 followers $50 to $500, 100,000 to 500,000 followers $300 to $2,500 (InfluencerFee 2026)	**A wide band because audience quality varies a lot on X**

Writing your About me

Name the audience, the problem you solve for them and one sign they trust you. Sample from the fictional example.

> I make 10 minute weeknight dinners for busy parents. My audience is mostly US based home cooks aged 25 to 44 who save my recipes, ask where I buy my tools and come back every week for the next one.

Sources

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Every price here is an estimate from published 2026 industry benchmarks, not a guarantee of income or a quote any brand has to accept. *This terms block is a general template, not legal advice. Contract terms vary by deal and by state. For advice about a specific contract, consult a licensed attorney.* General information only, not legal, tax or financial advice. Template from howcreatorsgetpaid.com.