

UGC Creator Rate Card

Updated April 2026 · All prices in USD

BASE VIDEO RATES

Format	Price	Includes
Talking head (up to 60s)	\$75	1 round of revisions
Voiceover / B-roll (up to 60s)	\$85	1 round of revisions
Hook + demo ★ most popular	\$100	Hook, product demo, CTA
Long form (60–90s)	\$125	Tutorial or story format

CAROUSELS & PHOTOS

Format	Price	Details
Carousel — 5 slides	\$60	Educational or listicle format
Carousel — 10 slides	\$90	Deep-dive or tutorial format
Single photo	\$25	Lifestyle or product shot
Photo pack (5 images)	\$100	Styled shoot, single concept

BUNDLES

STARTER PACK \$225 (save \$50 off \$275)	GROWTH PACK — BEST VALUE \$450 (save \$125 off \$575)	CAMPAIGN PACK \$750 (save \$250 off \$1,000)
3 talking head videos (60s) 1 carousel (5 slides) Delivered in 7 days	5 hook + demo videos 2 carousels (5 slides) 5 lifestyle photos Delivered in 14 days	8 mixed-format videos 2 carousels (10 slides) 10 lifestyle photos Delivered in 21 days

USAGE RIGHTS FOR ADS

Usage Tier	Details	Add-on Fee
Organic use only (default)	Brand may repost to organic social channels. Included in all base rates.	Included
Paid ads — 30 days	Use in Meta, TikTok, or YouTube paid campaigns for 30 days.	+\$75/video
Paid ads — 90 days	Full paid ad usage across all platforms for 90 days.	+\$150/video
Paid ads — 1 year	Unlimited paid ad usage across all platforms for 12 months.	+\$300/video

Whitelisting/dark posting	Run ads from the creator account (requires account access).	+\$100/video
Exclusivity — 30 days	Creator will not work with direct competitors for 30 days.	+\$150/month

ADD-ONS

Add-on	Description	Fee
Extra revision	Each additional round beyond what's included.	\$25 each
Rush delivery (48 hrs)	Priority turnaround within 48 hours of brief approval.	+50% of total
Raw footage	Unedited clips delivered alongside the final cut.	+\$50/video
Hook variations (x2)	2 alternate opening hooks for A/B testing (same core video).	+\$40/video
Captions/subtitles	Burned-in captions in brand style.	+\$15/video
Script writing	Full script developed from the brand brief before filming.	+\$35/video

POLICIES & TERMS

Payment	Content Ownership
50% deposit required before work begins. Remaining 50% due upon final delivery. Bundles are paid in full up front.	Creator retains all rights until full payment is received. Usage rights are granted per the selected tier, not in perpetuity unless purchased.
Revisions	Turnaround Time
1 round of revisions included per asset. Revisions requested after final approval are billed as add-ons.	Standard delivery is 5-7 business days after the brief and deposit are received, per video. Bundles per schedule agreed at booking.
Briefs & Approvals	Cancellations
A complete creative brief is required before filming begins. Major concept changes after filming begins may incur additional fees.	Deposit is non-refundable if work has begun. Full refund available if cancelled before the brief is submitted.