

Sooo Human Video Spot – Fee Structure

Deliverable Options

30-second spot

quick, punchy brand/product highlight
(ideal for IG Reels, TikTok, Stories)

60-second spot

expanded storytelling or product demo
(great for YouTube Shorts, Reels, TikTok,
website embed)

90-second spot

in-depth feature, educational explainer,
or testimonial-style content (best for
YouTube, brand site, or paid ads)

<u>Deliverable</u>	<u>Fee (USD)</u>
30s Spot	\$200-\$400
60s Spot	\$400-\$600
90s Spot	\$600-\$850

Add-Ons (Optional)

- **Paid ad usage:** If you'd like to run the video as a paid ad (instead of just a regular post), there's a small extra fee. For example: if the spot is \$400, running it as an ad for 3 months would add about \$120.
- **Exclusivity (category specific):** If you'd like me not to work with other skincare brands for a set time, there's a bigger fee since it limits future opportunities. Typically adds 100–200% of the spot rate (ex: a \$400 spot could become \$800–\$1,200 with 3 months exclusivity).

Notes

- Each spot includes scripting, filming, editing and one round of revisions.
- If more edits are needed, additional revisions are billed at \$75/hour.
- Typical turnaround time is 7–10 business days, unless we agree otherwise.

** Rates are flexible and can be adjusted depending on scope, deliverables, and usage. Happy to work together on what feels like the best fit.*