



DK

EXPRESSIONS

FINAL RATE CARD

2026 COMMERCIAL EDITION

CLEAR PACKAGES. PREMIUM OUTPUT.

NO HOURLY SURPRISES.

Johannesburg + Cape Town, South Africa

South African Rand | Rates exclude VAT

PREMIUM CULTURE / CONTENT / BRAND STORYTELLING

SELL THE OUTCOME, NOT THE HOUR.

Each core service has an entry tier, a deliberately anchored middle tier and a premium tier. Quote the middle tier first. Entry is the fallback, not the opener.

EVENT DOMINATION	R6,500	R32,000	FROM R95,000	PER EVENT
ALWAYS ON / BRAND RETAINER	R15,000	R35,000	FROM R60,000	MONTHLY
BECOME THE NAME / EXECUTIVE BRANDING	R18,000	R40,000	FROM R75,000	MONTHLY
OWN THE ATTENTION / MEDIA PLACEMENTS	R1,500	R6,000	R12,500	CAMPAIGN

COMMERCIAL FLOOR

MINIMUM NEW-CLIENT ENGAGEMENT: R7,500 EXCL. VAT

Standalone items below this threshold should be sold inside a campaign, bundle or existing-client scope.

EVENT DOMINATION

Full content coverage of a live event built for social impact, not just an archive of photos. Real-time capture, fast edits and a feed that makes the event feel bigger than the room.

Best for festivals, concerts, product launches, activations, conferences, expos and premium private events.

SPARK

R6,500 / event

Entry coverage to get a brand in the door

- Up to 4 hours on site
- 1 creator
- 40 edited photos
- 2 short-form reels
- Next-day delivery

SIGNATURE

MOST CHOSEN

R32,000 / event

The core package most events should buy

- Up to 8 hours
- Photo + video
- Live posting during the event
- 5 reels + 80 edited photos
- Same-day teaser edit
- Post-event recap reel

TAKEOVER

FROM R95,000

Multi-day or flagship productions

- Crew of 2-4 creators
- Real-time social management
- Daily reels + stories
- Creator/influencer coordination
- Full post-event campaign + report

ADD-ONS

Extra shooter R2,500/day / Drone R3,500 / Rush same-hour edits R1,800 / Branded frame or AR filter: quoted

ALWAYS ON / BRAND CONTENT RETAINER

A fixed monthly content engine. DK Expressions becomes the creative team the brand does not have, producing premium photo, video, social content and strategy consistently.

Best for hospitality, nightlife, boutique hotels, real estate, lifestyle and premium consumer brands. Three-month minimum.

ESSENTIAL

R15,000 / month

Consistent presence for one brand

- 1 content shoot per month
- 12 edited posts
- 4 reels
- Monthly content calendar
- Basic monthly report

PREMIUM

MOST CHOSEN

R35,000 / month

Full content and growth partner

- 2 shoots per month
- 20 posts + 8 reels
- Full social media management
- Content strategy + calendar
- Paid-ad creative
- Monthly performance report

ELITE

FROM R60,000 / month

Own the category online

- Weekly shoots + content drops
- Unlimited posts within scope
- Full social + community management
- Monthly event coverage
- Paid-ad management
- Dedicated strategy sessions

BECOME THE NAME

Done-for-you authority building for founders, executives, entertainers and high-profile professionals through content, positioning and managed visibility.

Best for CEOs, founders, DJs, entertainers, luxury real-estate agents, coaches and high-profile entrepreneurs.
Three-month minimum.

STARTER

R18,000 / month

Show up consistently and look the part

- 1 shoot per month
- 12 personal-brand posts
- 4 short-form videos
- Instagram + TikTok content

GROWTH

MOST CHOSEN

R40,000 / month

Build real authority and reach

- 2 shoots per month
- 20 posts + 8 videos
- Personal-brand strategy
- Full content management
- Interview / talking-head series
- Monthly review + reporting

AUTHORITY

FROM R75,000 / month

Become the name in your field

- Weekly content production
- Media + PR positioning
- Podcast / video show production
- Full multi-platform management
- Ghostwriting + thought leadership
- Quarterly brand strategy sessions

OWN THE ATTENTION

Paid editorial placements on DK Expressions and amplification across social channels, monetising the publishing authority and audience built since 2013.

Best for brands, venues, events and products that want credible exposure without committing to a full retainer.

FEATURE	SPOTLIGHT	HEADLINE
R1,500 / placement	R6,000 / campaign	R12,500 / campaign
A focused sponsored editorial feature - 1 dedicated editorial listing - 1 social amplification post - Live for 12 months	Sustained presence over a season - 8 editorial listings - Social amplification on each - Instagram + Facebook + X coverage - Campaign-window placement	Dominant ongoing exposure - 16 editorial listings - Full social amplification per post - Priority placement + tagging - Optional event-coverage tie-in

SOCIAL AMPLIFICATION - STANDALONE / ADD-ON

CHANNEL	1 POST	2 POSTS	5 POSTS
INSTAGRAM	R300	R500	R1,200
FACEBOOK	R1,100	R2,000	R5,000
X (TWITTER)	R500	R850	R2,100

FAST-START BUNDLES

LAUNCH SPARK

R7,500

Compact launch / announcement package and minimum new-client entry point.

EVENT STORY

R15,000

Stronger event storytelling entry point for clients not ready for Signature.

BRAND MOMENTUM

R14,500

Focused content / campaign bundle for brands testing an ongoing relationship.

COMMERCIAL RULES

- All rates are starting prices and exclude VAT.
- 50% deposit before work begins. No deposit, no booking.
- All monthly retainers carry a three-month minimum.
- Quote the core / anchor tier first. Entry is the fallback, not the opener.
- Discount scope, never rate. If budget drops, remove deliverables.
- Photography never sells below R5,000; event coverage never below R6,500.
- Minimum new-client engagement: R7,500 excl. VAT.
- Travel, accommodation, venue fees, paid media spend, talent fees and third-party costs are excluded unless expressly included.
- Custom integrated campaigns, Web & AI builds, complex production and long-term partnerships are quoted to scope.
- Rates valid to 31 December 2026 unless superseded by a newer DK Expressions commercial rate card.

CUSTOM / BESPOKE

Need something outside the packages? We quote the connected solution to scope.