

DK EXPRESSIONS

2026 ONE-PAGE COMMERCIAL RATE CARD

CLEAR PACKAGES. FIXED SCOPES. NO HOURLY SURPRISES.

JHB + CAPE TOWN / ZAR / EXCL. VAT

01 / EVENT DOMINATION	SPARK R6,500 / EVENT Up to 4 hrs 1 creator 40 photos 2 reels next-day delivery	SIGNATURE MOST CHOSEN R32,000 / EVENT Up to 8 hrs photo + video live posting 5 reels + 80 photos same-day teaser + recap	TAKEOVER FROM R95,000 2-4 creators real-time social daily reels/stories coordination full campaign + report
02 / ALWAYS ON / BRAND CONTENT RETENTION 3-MONTH MINIMUM	ESSENTIAL R15,000 / MONTH 1 shoot 12 posts 4 reels content calendar basic report	PREMIUM MOST CHOSEN R35,000 / MONTH 2 shoots 20 posts + 8 reels full social management strategy ad creative report	ELITE FROM R60,000 / MONTH Weekly shoots unlimited posts in scope community monthly event paid ads strategy
03 / BECOME THE NAME / EXECUTIVE BRAND 3-MONTH MINIMUM	STARTER R18,000 / MONTH 1 shoot 12 personal-brand posts 4 videos Instagram + TikTok	GROWTH MOST CHOSEN R40,000 / MONTH 2 shoots 20 posts + 8 videos strategy content management interview series reporting	AUTHORITY FROM R75,000 / MONTH Weekly production PR positioning podcast/video show multi-platform ghostwriting strategy
04 / OWN THE ATTENTION / MEDIA PLACEMENT	FEATURE R1,500 / PLACEMENT 1 editorial listing 1 social amplification post live for 12 months	SPOTLIGHT BEST VALUE R6,000 / CAMPAIGN 8 editorial listings amplification Instagram + Facebook + X campaign window	HEADLINE R12,500 / CAMPAIGN 16 editorial listings full amplification priority placement/tagging optional event tie-in

ADD-ONS + SOCIAL AMPLIFICATION

Event: extra shooter R2,500/day | drone R3,500 | rush edits R1,800

Instagram R300 / R500 / R1,200 Facebook R1,100 / R2,000 / R5,000

X: R500 / R850 / R2,100 Banner placements quoted

COMMERCIAL RULES

50% deposit | 3-month retainer minimum | quote anchor tier first

Photography floor R5,000 | event floor R6,500 | new-client minimum R7,500

Travel, media spend and third-party costs excluded unless quoted

CUSTOM / BESPOKE CAMPAIGNS, WEB & AI, COMPLEX PRODUCTION AND LONG-TERM PARTNERSHIPS ARE QUOTED TO SCOPE.

VALID TO 31 DECEMBER 2026