

DK EXPRESSIONS

2026 ONE-PAGE COMMERCIAL RATE CARD
CLEAR PACKAGES. FIXED SCOPES. NO HOURLY SURPRISES.

Johannesburg + Cape Town

South African Rand | Excl. VAT
Valid to 31 Dec 2026

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 | creator coordination | full post-event campaign + report

02 /

ALWAYS ON / BRAND CONTENT RETAINER

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 | monthly report

ELITE

From R60,000 / month

Weekly shoots | unlimited posts within scope | community management | monthly event coverage | paid ads | strategy

03 /

BECOME THE NAME / EXECUTIVE BRANDING

3-MONTH MINIMUM

STARTER

R18,000 / month

1 shoot | 12 personal-brand posts | 4 short-form videos | Instagram + TikTok

GROWTH MOST CHOSEN

R40,000 / month

2 shoots | 20 posts + 8 videos | strategy | full content management | interview series | reporting

AUTHORITY

From R75,000 / month

Weekly production | media/PR positioning | podcast/video show | multi-platform management | ghostwriting | quarterly strategy

04 /

OWN THE ATTENTION / MEDIA PLACEMENTS

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 on each | Instagram + Facebook + X | campaign-window placement

HEADLINE

R12,500 / campaign

16 editorial listings | full amplification | priority placement/tagging | optional event tie-in

ADD-ONS + SOCIAL AMPLIFICATION

Event add-ons: extra shooter R2,500/day | drone R3,500 | same-hour edits R1,800 | branded frame / AR filter quoted
Instagram: R300 / 1 post | R500 / 2 | R1,200 / 5
Facebook: R1,100 / 1 post | R2,000 / 2 | R5,000 / 5
X: R500 / 1 post | R850 / 2 | R2,100 / 5

COMMERCIAL RULES

- 50% deposit before work starts. No deposit, no booking.
- Quote core/anchor tier first. Discount scope, never rate.
- Photography floor R5,000 | event coverage floor R6,500.
- Minimum new-client engagement R7,500 excl. VAT.
- Travel, accommodation, media spend and third-party costs excluded unless quoted.

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