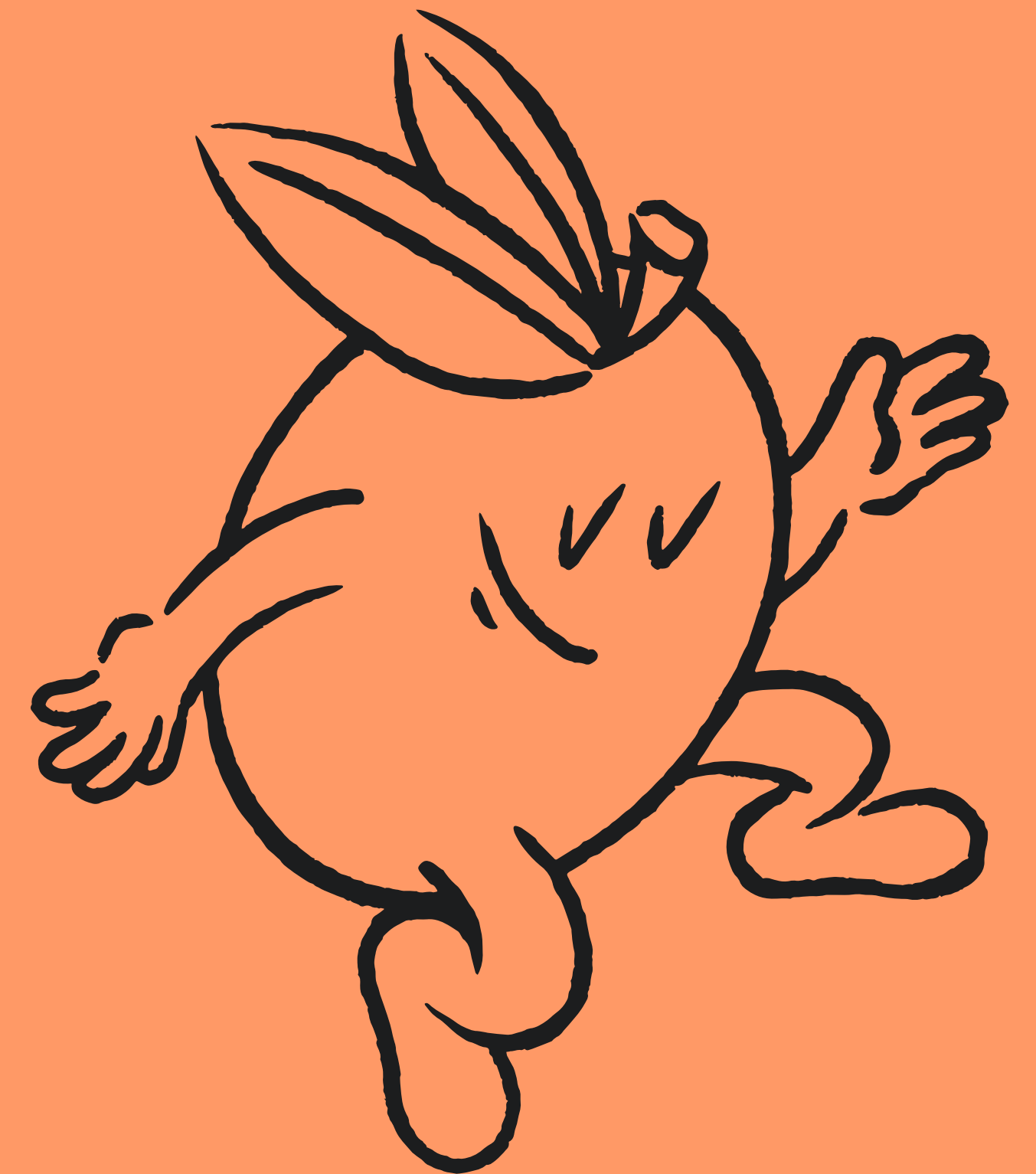
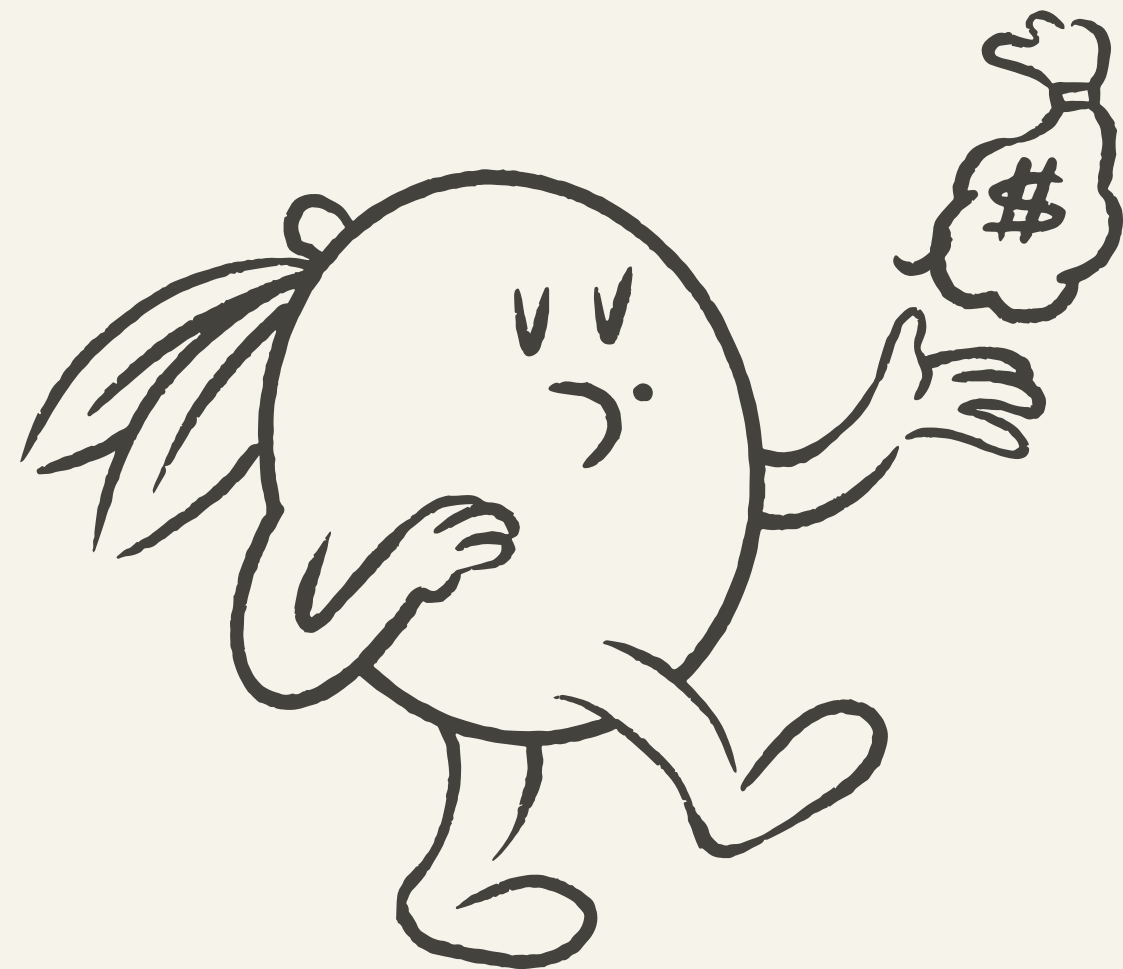


Passionfroot Sponsorship Pricing Guide



[Newsletters](#) | [LinkedIn](#) | [YouTube](#) | [Twitter](#) | [Instagram](#) | [Tiktok](#)

Ever wondered how you should price your sponsorships?



To increase industry transparency and provide resources for creators and companies, the Passionfroot team analyzed over 10,000 products in our database to consolidate information on creator sponsorships across platforms.

Use this guide to price your content sponsorships based on engagement, Cost Per Mille (CPM), Cost Per Click (CPC), and follower count across newsletters, LinkedIn, YouTube, Twitter, Instagram, and TikTok.

Want a better way to streamline your sponsorships and find partners to collaborate with?

If you are a creator, set up your free [Passionfroot Storefront](#) today.

If you are a brand, sign up to [Discover](#) top creators on Passionfroot.

Some baseline factors to consider:

Here are the baseline factors and statistics you should keep in mind while deciding on the price of content sponsorships.

Qualitative:

- **Niche:** Specific industry or topic your content focuses on.
- **Audience Demographics:** Age, gender, location, and interests of your audience.
- **Content Quality:** Professionalism and creativity of your content.
- **Ad Placement:** Where the sponsored content will appear (e.g., main feed, stories, end screen).

Quantitative

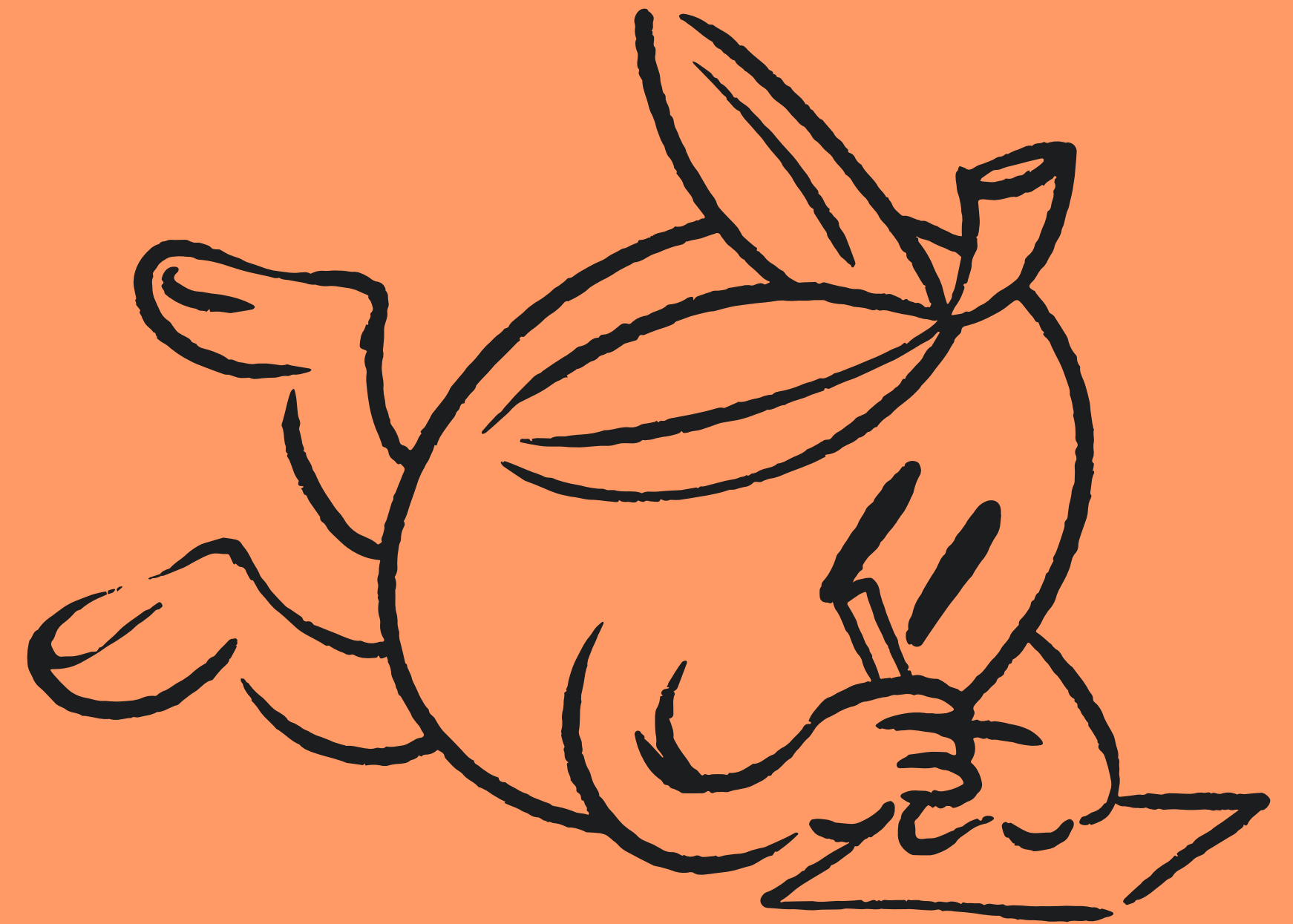
- **Follower Count:** Total number of followers or subscribers on your platform.
- **Engagement Rate:** Percentage of followers who interact with your content (likes, comments, shares).
- **CPM (Cost Per Mille):** Earnings per 1,000 impressions.
- **CPC (Cost Per Click):** Earnings per click on sponsored content.



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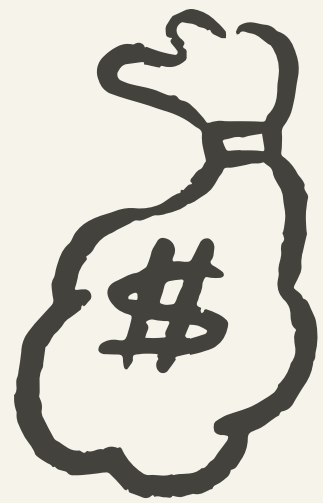
Newsletters



Passionfroot Pricing Guide

Newsletters

There are many different types of newsletter sponsorships, and most creators charge flat fees based on their average CPM and CPC. Here are the definitions below:



These are the top 5 most profitable newsletter niches, according to [Beehiiv](#):

1. Finance and investing
2. Technology and AI
3. Parenting
4. Health and wellness
5. Career and B2B

Cost Per Mille (CPM)

- CPM calculates the cost an advertiser pays per 1,000 views for their ad. The average CPM for a newsletter is around \$15–30.
- $\text{CPM} = (\text{Cost of sponsor ad} / \# \text{ of email subscribers} * \text{open rate}) * 1000$
- Ex. if your newsletter has around 100,000 subscribers, 50% open rate, and you want to charge \$1,000 per ad, CPM would be \$20.

Cost Per Click (CPC)

- Your average click-through rate (CTR) is a more reliable indicator for the returns the advertiser will get. A good newsletter CPC rate can vary from \$1 to \$6.
- $\text{CPC} = \text{Cost of sponsored ad} / (\# \text{ of email subscribers} * \text{CTR})$
- Ex. if your newsletter has 30,000 subscribers, a 5% click rate, and you want to charge \$6,000 per ad, CPC would be \$4.

Passionfroot Pricing Guide

Newsletters - Classified Ads

Classified newsletter ads are brief, straightforward listings grouped together, placed in the middle or the end of the newsletter. Due to their simple nature, they are usually the cheapest category of advertisement on a newsletter.

Classified newsletter ads: Average price by reach



Classified sponsorships typically range from **\$30 to \$2,000**:

- Small newsletters with less than 50k subscribers average between **\$50 to \$250** for a regular classified ad.
- Larger newsletters with a greater following anywhere between 50k to 1M feel comfortable charging between **\$600 to \$1,000** per classified ad.

Reach	Avg price	Min price	Max price
1-4.9k (1)	\$115.98	\$1.56	\$1,500.00
5-14.9k (2)	\$285.96	\$11.80	\$2,500.00
15-49.9k (3)	\$379.08	\$15.00	\$2,500.00
50-99.9k (4)	\$741.41	\$3.54	\$4,762.00
100k-499.9k (5)	\$869.17	\$3.00	\$4,000.00
500k-999.9k (6)	\$1,678.20	\$497.00	\$2,500.00

Newsletters - Sponsored Ads

There is a large variety of what traditional sponsorships can look like for a newsletter — often, it includes an image of the logo or product, a short text recommending the company, and has a link attached. It can vary by length, prominence in placement within the email, and exclusivity.

Sponsored newsletter ads: Average price by reach



Newsletter sponsorships range from **\$100 to over \$4,000**:

- Newsletters with less than 50k readers charge between **\$100–350**.
- Medium-sized newsletters with between 15–100k readers charge around **\$600–1,000** per traditional sponsorship.
- With more flexibility depending on their subscriber count, newsletters boasting over 100k readers usually charge over **\$1,500** for a traditional sponsorship.

Reach	Avg price	Min price	Max price
1–4.9k (1)	\$217.42	\$4.00	\$2,500.00
5–14.9k (2)	\$396.97	\$1.18	\$3,700.00
15–49.9k (3)	\$735.53	\$70.00	\$4118.20
50–99.9k (4)	\$1,431.92	\$5.90	\$5,000.00
100k–499.9k (5)	\$2,032.03	\$5.00	\$7,500.00
500k–999.9k (6)	\$3,997.50	\$2,995.00	\$4,000.00

Passionfroot Pricing Guide

Newsletters - Dedicated Ads

Dedicated newsletter ads, such as deep dives into a particular company or product, take up an entire issue of a newsletter. It takes time for the creator to interview and write, which means that it is typically significantly more pricy than other kinds of sponsorships.

Dedicated newsletter ads: Average price by reach



Dedicated newsletter deep dives cost anywhere from **\$500 to \$7,000**:

- Smaller newsletters with less than 15k readers usually charge between **\$500–\$1,000** for each dedicated sponsorship.
- Medium-sized newsletters with less than 100k readers charge around **\$1500–\$3,000** per deep dive.
- The largest newsletters, with over 100k regular readers, charge anywhere between **\$4,000–\$8,000** for dedicated sponsorships.

Reach	Avg price	Min price	Max price
1–4.9k (1)	\$694.89	\$16.38	\$3,500.00
5–14.9k (2)	\$1,439.25	\$158.00	\$7,619.00
15–49.9k (3)	\$2,984.46	\$290.00	\$40,000.00
50–99.9k (4)	\$3,480.00	\$299.00	\$10,000.00
100k–499.9k (5)	\$5,564.32	\$699.00	\$26,000.00
500k–999.9k (6)	\$7,995.00	\$7,995.00	\$7,995.00

Passionfroot Pricing Guide

Newsletters

Here are samples of the three most common types of newsletter sponsorships from top-tier newsletters.

Classified Ads

Superhuman AI x Gamma

PRODUCTIVITY

AI Tools to Supercharge Your Productivity

[RoeAI](#): Use AI-powered SQL for data extraction, classification, and more.

[Monterey](#): Aggregate, triage, and analyze user feedback, tickets, conversations, and surveys with AI.

[Gamma](#)*: The simplest presentation tool — easy building blocks and your own AI design partner. Create beautiful presentations and websites in minutes. No design or coding skills required.

[Turbolearn](#): Use AI to create instant notes, flashcards, and quizzes.

[BigPanda](#): Transform all your IT data and knowledge into fast insight and automatic responses.


* indicates a promoted tool, if applicable

Sponsored Ads

There's An AI For That x Nebius

Today's Sponsor

Nebius AI - Access NVIDIA H100, L40S, and V100 GPUs



[Nebius AI](#)

Get immediate access to up to 8 NVIDIA® GPUs with [Nebius AI](#), along with CPU resources, storage and additional services through a user-friendly interface.


Dedicated Ads

Houck's Newsletter x Attio

Houck's Newsletter

How to Disrupt a Giant Incumbent

Attio's journey to build a better CRM

 **MICHAEL HOUCK**
OCT 14, 2023

♡ 💬 [Share](#)

[Our community](#) is running meetups in 8 cities this month! RSVP here:

[Meet Founders In Your City](#)

Hey y'all!

Every startup feels like a David going up against a Goliath. But, in particular, you have to be onto something big to take on a proven, gigantic market that's been led by the same incumbent for over 20 years.

[Attio](#) is doing just that with the CRM market and it seems to be working.

On the back of a \$23.5 million Series A led by Redpoint earlier this year, they're

Creator Spotlight - Houck's Newsletter



Houck is an influential founder who writes Houck's Newsletter, a weekly advice column for startup founders. He has over 75k regular readers, mostly startup founders, operators, and VC scouts. This makes him the perfect partner for companies trying to get their product in front of founders.

Houck is selective with the types of companies that he works with. Because of his strong reputation and credibility in the startup sphere, he is able to charge toward the higher end for sponsorships:

- Classified: \$450-\$950
- Sponsored: \$1,500-\$3,000
- Dedicated: \$7,500

With an average of 400 clicks per campaign, the CPC of his campaigns is between \$3.75-7.5. With high credibility and a low CPC, Houck proves to be a great creator to work with for companies looking to get in front of founder audiences.

Creator Spotlight - AI Secret



AI Secrets is one of the largest AI daily newsletters in the world. Based on the statistics that it offers on its Passionfroot Storefront, we can estimate their sponsorship statistics.

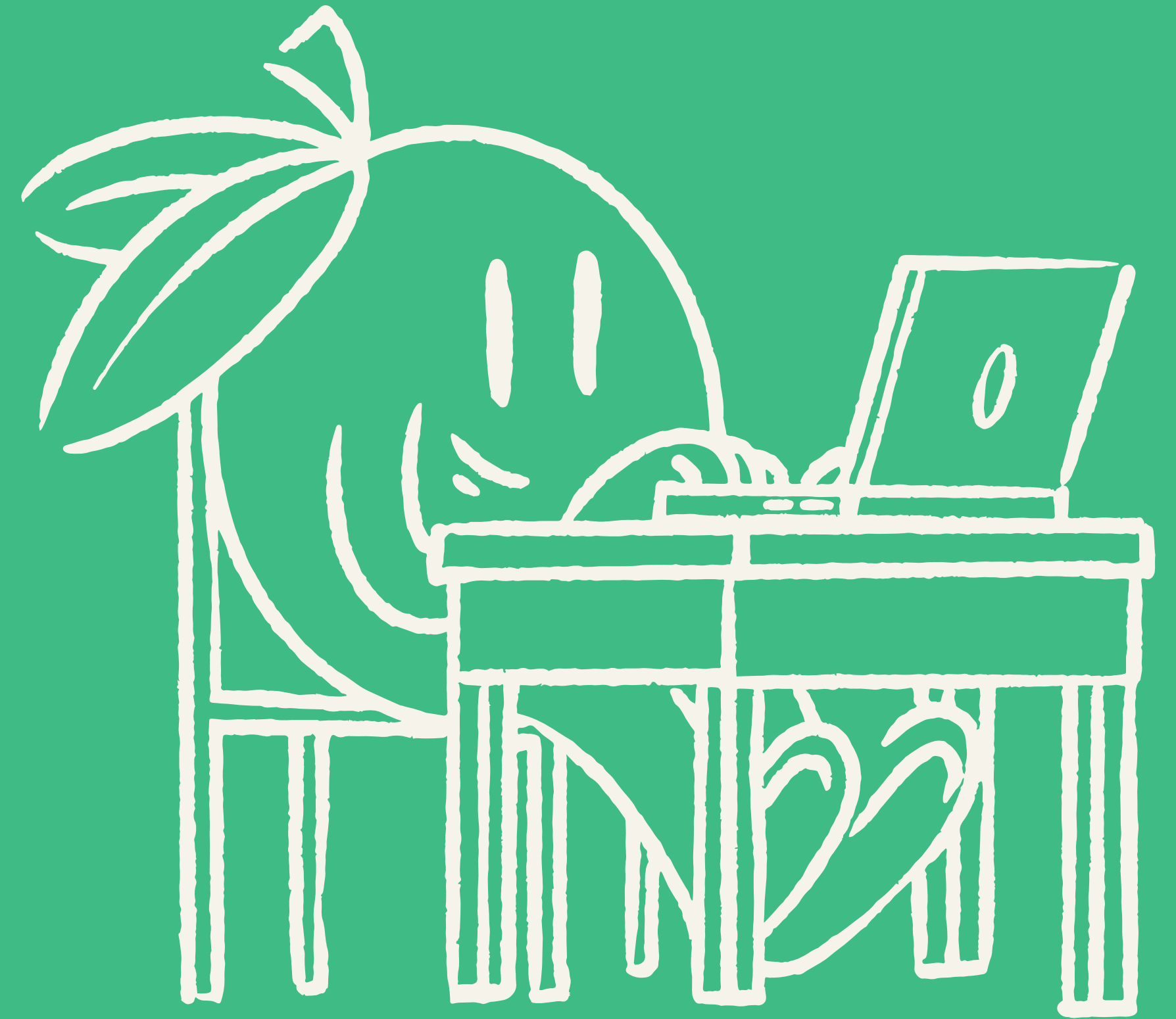
- Subscriber: 1,000,000
- Open rate: 40%
- CTR: 2.5%
- Clicks per campaign: 13.5k

Assuming a sponsorship costs \$5,000, the following can be derived:

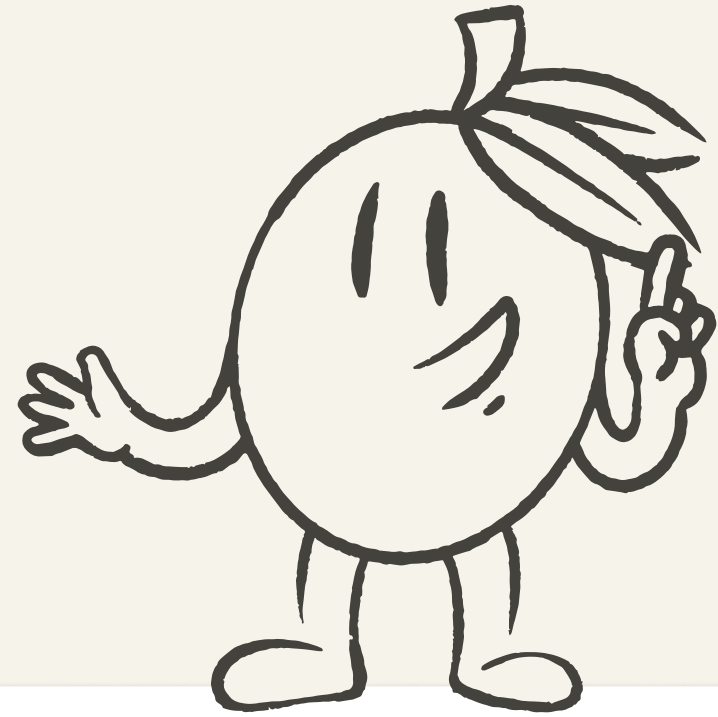
- $CPM = (\text{Cost of sponsor ad} / \# \text{ of email subscribers} * \text{open rate}) * 1000$
- CPM = \$12.5
- CPC = \$0.37

With a very low CPM of \$12.5 and CPC of \$0.37, AI Secrets has great statistics and would be a trusted partner for companies to get in front of a tech- and AI-oriented audience.

LinkedIn



LinkedIn



LinkedIn creators often have a strong personal brand and are thought leaders in their specific industries. Since LinkedIn sponsorships are a relatively new category, there is limited external data on pricing, allowing for significant flexibility in pricing. For reference, LinkedIn prices impressions at around \$20–30 CPM.

Engagement Rate

Higher engagement means a greater potential for conversions. A creator with a high engagement rate is often more valuable than one with more followers but lower engagement.

Content Type

The effort and type of content matter. Are you crafting your own LinkedIn post with in-depth insights, or simply reposting pre-written content with a link? This can significantly impact the price.

Creator Credibility

Newbie creators might be more affordable, while well-known creators with a strong brand (LinkedIn Top Voices, for example) may demand higher fees due to their in-demand status.

Passionfroot Pricing Guide

LinkedIn - Post Ads

LinkedIn sponsorships are sponsored posts by LinkedIn creators, usually an entire post dedicated to the brand. Different from LinkedIn Ads, which are paid ads, these sponsorships usually show up in the audience’s feed as part of normal content.

LinkedIn post sponsorships: Average price by reach



Sponsorship prices on LinkedIn typically range from **\$20 to \$6,000**, depending on the creator's reach:

- Creators with less than 15k followers generally charge around **\$350**.
- Creators with 50–100k followers usually charge about **\$700**.
- For those with over 100k followers, prices range from **\$1,500 to \$4,000** per post, depending on engagement rates.

Reach	Avg price	Min price	Max price
1–4.9k (1)	\$483.34	\$20.00	\$2000.00
5–14.9k (2)	\$361.17	\$5.00	\$3000.00
15–49.9k (3)	\$644.13	\$5.00	\$5000.00
50–99.9k (4)	\$761.45	\$66.00	\$2500.00
100k–499.9k (5)	\$1797.28	\$20.00	\$4000
500k–999.9k (6)	\$3884.41	\$1768.82	\$6000

Creator Spotlight - Jean Kang



Jean Kang is a career coach and ex-program manager who has worked at Meta, Pinterest, Intuit, LinkedIn, and Figma. She posts career advice, tech, project management, and self development content to >77k followers as a LinkedIn Top Voice.

Since Jean has:

- a specialized focus and considerable credibility (as a professional in big tech)
- high engagement rate (averages 100–200k impressions per post)

She charges \$2,750 per sponsored LinkedIn post, despite not having the most number of followers. So let's do some estimation of her statistics.

- Let's estimate that she receives ~150k impressions for each post.
- CPM = \$18.33

With a low CPM and high credibility in tech, Jean makes a great partner for brands trying to get in front of a tech- and career-focused audience.

YouTube



Passionfroot Pricing Guide

YouTube

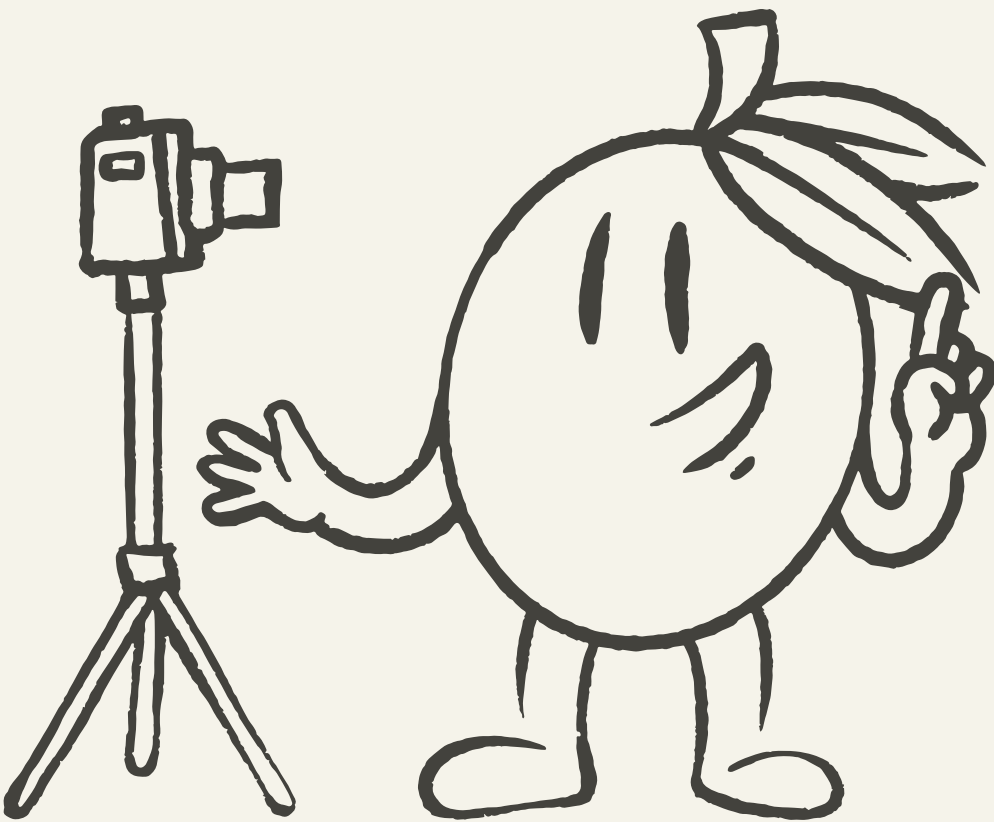
YouTube sponsorships are the most classic type of creator sponsorships around, and there are many resources online to help you decide your price based on subscriber count, engagement rate, channel niche, quality of channel, seasonality and demand, and type of sponsorship.

According to data from Passionfroot and external numbers from [HypeAuditor](#), here is the average minimum & maximum cost range of sponsored YouTube videos, depending on the number of views.

Views	Min price	Max price
1-10k	\$60	\$1,000
10-50k	\$200	\$2,200
50-500k	\$400	\$6,000
500k-1m	\$1,500	\$16,000
1m+	\$5,000	\$20,000+

Here are the most profitable YouTube niches:

1. Making money online (entrepreneurship & growing businesses): CPM = \$13.52
2. Digital marketing: CPM = \$12.52
3. Personal finance and investment: CPM = \$12
4. Education: CPM = \$9.89
5. Tech, cars, gadgets: CPM = \$7.31



YouTube - Shoutout Ads

A short shoutout is the briefest sponsorship type on YouTube, typically just a 30–60 second acknowledgement of the sponsor in the video without much detailing. Thus, it is usually the cheapest kind of YouTube sponsorship.

YouTube shoutout ad: Average price by reach



YouTubers charge between **\$50–\$6,000** for each shoutout, depending on audience size and engagement:

- Smaller YouTubers with less than 15k subscribers charge around **\$250** per shoutout.
- YouTubers with 15–100k subscribers, charge around **\$1,000**.
- The largest creators on YouTube charge over **\$2,500** for a shoutout.

Reach	Avg price	Min price	Max price
1–4.9k (1)	\$352.69	\$10.00	\$1,000.00
5–14.9k (2)	\$471.86	\$45.00	\$2,000.00
15–49.9k (3)	\$1,081.45	\$72.00	\$3,500.00
50–99.9k (4)	\$1,095.31	\$100.00	\$3,334.00
100k–499.9k (5)	\$2,429.44	\$300.00	\$8,000.00
500k–999.9k (6)	\$3,208.33	\$250.00	\$7,619.00
1m+ (7)	\$3,500.00	\$1,500.00	\$6,000.00

YouTube - Integrated Ads

Integrated YouTube sponsorships require the creator to tailor their sponsored content to segue naturally with their video content. They can last anywhere from 60–180 seconds, and there is usually only one integrated ad per YouTube video. Thus, there is a lot of variation in pricing as it takes effort and time to integrate the advertisement into the video.

YouTube integrated ad: Average price by reach



YouTube creators usually charge anywhere from **\$50 to \$10,000** for each integrated advertisement:

- Smaller YouTubers with less than 15k followers average **\$300** per ad.
- Medium-following YouTubers charge between **\$1,500 to \$3,500**.
- The largest YouTubers with high subscriber counts (500k+) charge over **\$4,000** per integrated sponsorship.

Reach	Avg price	Min price	Max price
1–4.9k (1)	\$337.50	\$50.00	\$750.00
5–14.9k (2)	\$321.50	\$143.00	\$500.00
15–49.9k (3)	\$1,775.00	\$350.00	\$4,500.00
50–99.9k (4)	\$3,560.50	\$1,181.50	\$6,500.00
100k–499.9k (5)	\$3,456.25	\$700.00	\$20,000.00
500k–999.9k (6)	\$4,200.00	\$4,200.00	\$4,200.00
1m+ (7)	\$6,200.00	\$3,000.00	\$15,000.00

YouTube - Dedicated Ads

A dedicated YouTube sponsorship requires the creator to create an entire video centered on the sponsorship. With the high amount of time, effort, and returns from a video like this, it has a much higher price point than other types of ads.

YouTube dedicated ad: Average price by reach



YouTubers generally charge **\$150 to \$40,000** for a dedicated YouTube sponsorship:

- Smaller YouTubers with less than 15k subscribers charge **\$1,000**.
- Medium-to-large YouTubers, with 50–500k followers, charge between **\$2,000 to \$4,000** per dedicated sponsorship.
- Creators with over 1 million followers charge over **\$10,000** — there is a stark jump as creating dedicated videos is usually a rare occasion.

Reach	Avg price	Min price	Max price
1–4.9k (1)	\$721.86	\$20.00	\$2,500.00
5–14.9k (2)	\$1,395.73	\$150.00	\$5,000.00
15–49.9k (3)	\$3,166.55	\$20.00	\$13,425.00
50–99.9k (4)	\$2,801.17	\$200.00	\$6,000.00
100k–499.9k (5)	\$5,772.37	\$550.00	\$15,000.00
500k–999.9k (6)	\$4,978.57	\$850.00	\$9,000.00
1m+ (7)	\$23,400.00	\$10,000.00	\$40,000.00

YouTube - YouTube Short Ads

YouTube Shorts are the newest type of sponsorship on a longstanding platform — it has much more variability in views and engagement compared to traditional YouTube videos. There is not much data on the pricing for YouTube short ads, so take the below information with a grain of salt and price based on your average views and engagement.

YouTube Short ad: Average price by reach



Typically, YouTubers charge between **\$50 to \$7,000** per Short:

- Small creators with less than 50k subscribers may not get as many views on their Short, so they charge between **\$50 to \$150** per video.
- Medium-sized creators with between 50 to 500k followers, charge between **\$700 to \$1,500** per Short.
- The largest YouTubers charge over **\$5,000** per Short.

Reach	Avg price	Min price	Max price
1–4.9k (1)	\$250.00	\$250.00	\$250.00
5–14.9k (2)	\$97.94	\$45.88	\$150.00
15–49.9k (3)	\$150.00	\$150.00	\$150.00
50–99.9k (4)	\$800.00	\$700.00	\$900.00
100k–499.9k (5)	\$1,674.86	\$325.00	\$3,797.00
500k–999.9k (6)	\$2,601.25	\$95.00	\$9,000.00
1m+ (7)	\$7,000.00	\$7,000.00	\$7,000.00

Creator Spotlight - Marina Mogilko



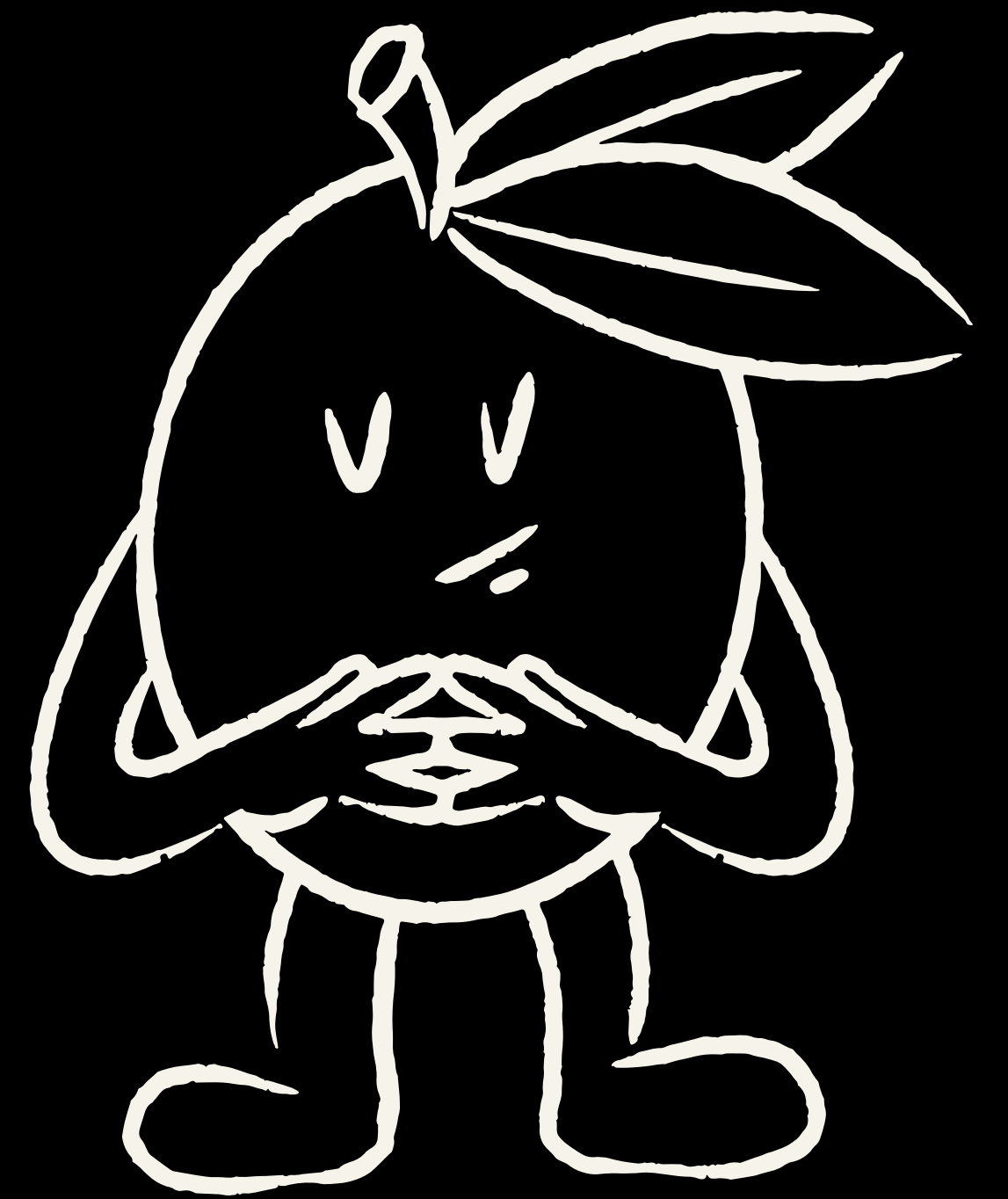
Marina Mogilko, known as Lingua Marina (8.5M subscribers) and Silicon Valley Girl (1.24M) on YouTube, is one of the most influential knowledge creators around. Marina has worked with important brands such as Fidelity, HubSpot, Amazon, and LG. She offers sponsorship not only on both her YouTube channels, but also on her Instagram account, which boasts over 1M followers.

Marina averages 382k views per video on Silicon Valley Girl and 678k per Lingua Marina video. Let's do some estimation of her statistics:

- Insertion (Silicon Valley Girl): \$1,500, CPM = \$3.93
- Native mentioning (Lingua Marina): \$3,000, CPM = \$4.42
- Native insertion (Lingua Marina): \$5,000, CPM = \$7.37
- Interview / podcast (Lingua Marina): \$10,000, CPM = \$14.75

With her credibility and incredibly high viewership and engagement, many sponsors are eager to work with Marina to get a variety of products out to an educated audience.

Twitter (X) 



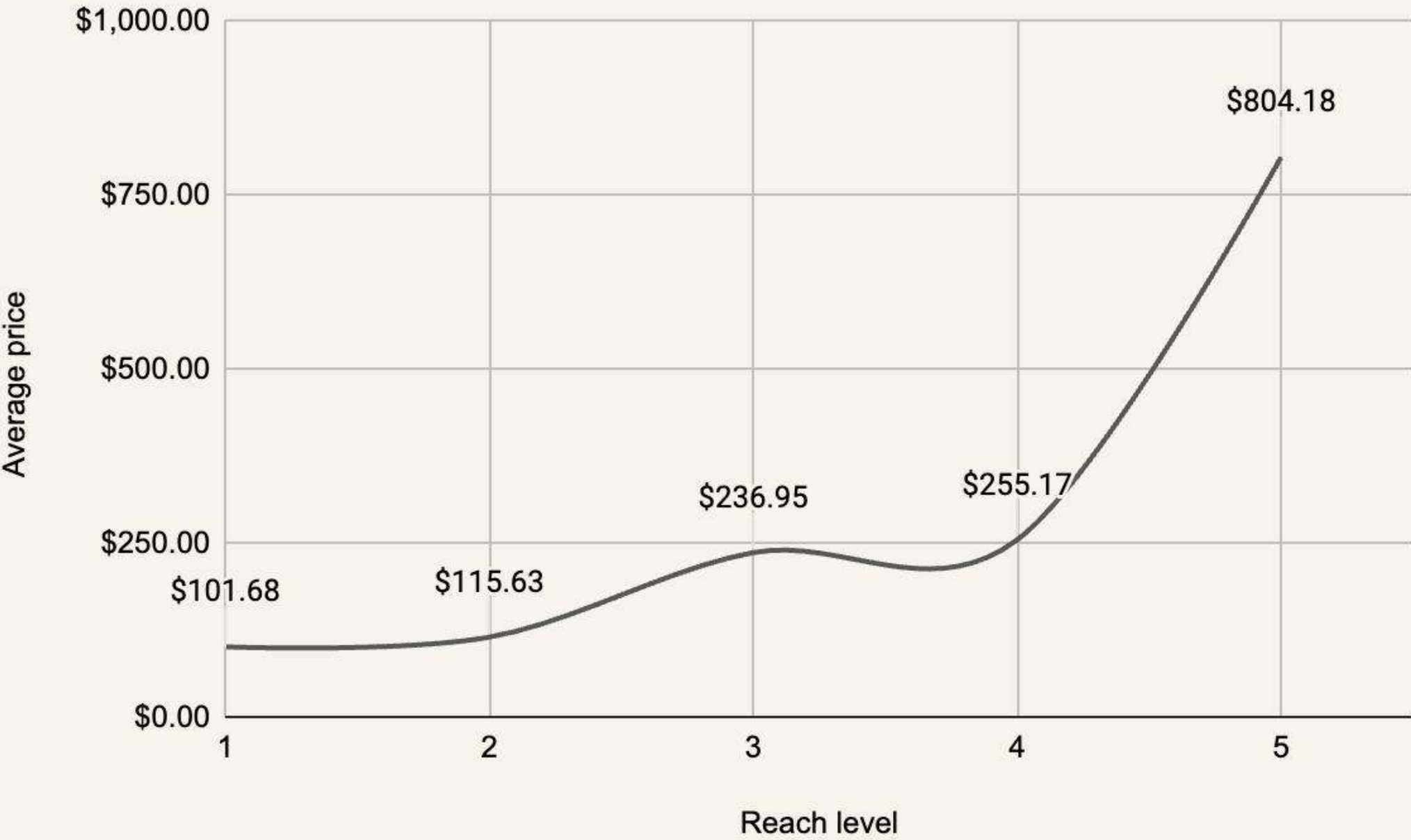
Twitter - Sponsored Tweet

Twitter, also known as X is an incredibly popular platform for thought leaders in the B2B world, especially for tech, business, and AI topics. While sponsorships on X are not as common as other platforms, they are a great way to reach a large audience even with a small following.

Creators usually charge between **\$50–\$2000** per tweet, depending on follower count:

- Creators with less than 15k followers charge around **\$50** per tweet.
- Creators with a larger following of between 50–100k charge **\$200**.
- The biggest Twitter creators with over 100k followers charge anywhere from **\$300 – \$1,500** per tweet.

Individual tweet sponsorship: Average price by reach



Reach	Avg price	Min price	Max price
1–4.9k (1)	\$101.68	\$5.90	\$400.00
5–14.9k (2)	\$115.63	\$43.00	\$208.50
15–49.9k (3)	\$236.95	\$50.00	\$1,000.00
50–99.9k (4)	\$255.17	\$39.00	\$472.00
100k–499.9k (5)	\$804.18	\$100.00	\$2,900.00

Twitter - Sponsored Thread

A sponsored Twitter thread can vary in length – it could be anywhere from 2–5 Tweets with images and links. Thus, it usually costs twice as much as a single tweet.

A Twitter thread sponsorship costs between **\$25–\$1000**, on average; they are usually double the price of a single tweet.

- Creators with less than 100k followers charge around **\$200–\$250** per sponsored thread.
- Large Twitter influencers with over 100k followers are able to charge much more due to their reach, going up to **\$800**.

Twitter thread sponsorship: Average price by reach



Reach	Avg price	Min price	Max price
1–4.9k (1)	\$229.00	\$25.00	\$500.00
5–14.9k (2)	\$227.20	\$200.00	\$250.00
15–49.9k (3)	\$273.06	\$150.00	\$477.00
50–99.9k (4)	\$287.50	\$200.00	\$350.00
100k–499.9k (5)	\$862.75	\$191.00	\$1,904.00

Instagram



Instagram



Instagram influencer advertising might be the most data-rich social media sponsorship category. Instagram even runs its own creator marketplace in select countries, primarily focusing on B2C content. The average CPM on Instagram ranges from \$5 to \$12, while CPC can vary between \$0.20 and \$2.00.

Engagement Rate

Higher engagement rates can justify higher prices, as they indicate active and interested audiences.

Niche & Audience

Specialized niches with loyal audiences can often charge more than general lifestyle influencers.

Creator Credibility

Established influencers with a proven track record and strong personal brand can charge premium rates due to their perceived influence and reliability.

Instagram

Using external data from [HypeAuditor](#), we developed a simple linear model to predict the average prices of different types of Instagram sponsorships based on the creator's follower count and engagement rate.



Sponsored Post

- Price = $0.01 * \text{Follower count} + 5660 * \text{engagement rate} - 960$
- Ex. If your follower count is 100k and engagement rate is 30%, then your price would be around \$1700 per post.

Sponsored Reel

- Price = $0.016 * \text{follower count} + 8622 * \text{engagement rate} - 1940$
- Ex. If your follower count is 50k and engagement rate is 25%, then the price of a sponsored reel would be around \$1000.

Sponsored Story

- Price = $0.0065 * \text{follower count} + 3320 * \text{engagement rate} - 810$
- Ex. If your follower count is 1M and engagement rate is 40%, then charge around \$7000 per sponsored story.

Passionfroot Pricing Guide

Instagram - Sponsored Post

An Instagram post sponsorship is the most typical type of ad, yet can take many forms: dedicated carousel, a single slide on a longer post, or a standalone photo.

Instagram creators usually charge between **\$100 to \$4,000** per Instagram post, depending on their follower count and engagement:

- Smaller creators with less than 50k followers charge **\$100 to \$250**.
- Larger Instagram creators with between 50–500k followers charge around **\$500 to \$1,000** per Instagram post.
- Creators with more than 1m followers charge over **\$1,500**.

Instagram post ads: Average price by reach



Reach	Avg price	Min price	Max price
1–4.9k (1)	\$280.98	\$88.50	\$500.00
5–14.9k (2)	\$297.33	\$177.00	\$500.00
15–49.9k (3)	\$246.20	\$100.00	\$500.00
50–99.9k (4)	\$486.00	\$210.00	\$834.00
100k–499.9k (5)	\$896.96	\$118.00	\$3,000.00
500k–999.9k (6)	\$1,000.00	\$1,000.00	\$1,000.00
1m+ (7)	\$1,832.33	\$497.00	\$4,000.00

Instagram - Sponsored Reel

Instagram reels, similar to TikTok and YouTube shorts, are engaging short-form videos that takes time for the creator to craft and edit. Thus, they are usually more pricy than normal sponsored posts.

Creators typically charge much more for reels than posts — average prices range from **\$120 to \$5,000** per reel.

- Creators with less than 50k followers charge between **\$200 to \$500**.
- Medium-sized Instagrammers, with between 50–500k followers, charge between **\$1,000 to \$2,000** per reel.
- Influencers with over 500k followers typically charge over **\$3,000**.

Instagram reel ads: Average price by reach



Reach	Avg price	Min price	Max price
1–4.9k (1)	\$256.48	\$120.00	\$500.00
5–14.9k (2)	\$216.50	\$100.00	\$354.00
15–49.9k (3)	\$606.24	\$224.20	\$1,652.00
50–99.9k (4)	\$1,770.90	\$210.00	\$3,809.00
100k–499.9k (5)	\$2,398.43	\$95.00	\$18,290.00
500k–999.9k (6)	\$3,000.00	\$3,000.00	\$3,000.00
1m+ (7)	\$5,000.00	\$5,000.00	\$5,000.00

Instagram - Sponsored Story

Instagram stories are brief, 24-hour posts. Creators typically charge the lowest for these kinds of sponsorships due to their temporal nature, unless the creator agrees to place the story in a longer-term Highlight.

For stories, Instagram creators charge less than half what they usually charge a post sponsorship, typically ranging from **\$50 to \$1,000**:

- Creators with less than 15k followers charge between **\$25 to \$75**.
- Creators with less than 100k followers charge **\$200 to \$450** per story.
- The largest Instagram creators, with over 1 million followers, typically charge **\$750 to \$1,000** per Instagram story.

Instagram story ads: Average price by reach



Reach	Avg price	Min price	Max price
1–4.9k (1)	\$117.85	\$100.00	\$135.70
5–14.9k (2)	\$128.33	\$99.00	\$143.00
15–49.9k (3)	\$208.64	\$39.00	\$590.00
50–99.9k (4)	\$430.36	\$125.00	\$1,200.00
100k–499.9k (5)	\$566.71	\$41.70	\$1,048.00

Creator Spotlight - Diaries of a Code Girl



Most Instagram creators also offer package deals between types of posts, such as Post + Story or Reel + Post. These usually combine their prices for each individual product with a 15–25% discount.

For example, Anastasia Khomochkina, or Diaries of A Code Girl, is a creator with 120k followers on Instagram and 16k followers on TikTok.

She offers 3 separate packages:

- \$2,000: 1 reel, 1 story, and 1 TikTok
- \$2,500: 1 reel, 1 story, 1 carousel post, and 1 TikTok
- \$4,500: 3 reels, 3 stories, 3 TikToks

As we can see, Anastasia offers a 25% discount when companies buy a bundle of 3 of the first package.

Creator Spotlight - Dr. Sheen Gurrib



Dr. Sheen Gurrib is a content creator, business coach, scientist, and a champion for girls' education from Mauritius. Having degrees from both Oxford and Cambridge, she founded the Dream, Girl podcast where she interviews diverse women about their lives and careers.

She offers sponsorships on her Instagram account, where she shares content from her life as well as snippets from her podcast. Sheen has 168k followers and averages 135k views per reel. She charges \$3500 per sponsored reel, which results in a CPM of \$25.93.

With an incredibly influential voice and credibility as a creator, education and empowerment brands are eager to reach out to Dr. Gurrib.

TikTok



Passionfroot Pricing Guide

TikTok

TikTok is the fastest-growing social media platform today -- there are over 1 billion active users around the world. Given that video content encourages more engagement than still images, short-form video has become a very effective format for effective sponsorships.

Although most of the sponsored content on TikTok is focused on B2C, the B2B creator space is also growing, especially in niches like personal finance, tech, and AI.

The TikTok algorithm is known for shaking things up, showing people content from creators they've never seen before. Micro-influencers often have a much higher engagement rate than creators with a larger platform. Thus, pricing for sponsorships can be tricky.

Here is a sample pricing level provided by [Shopify](#):

Follower count	Min price	Max price
1-10k	\$5	\$25
10-50k	\$25	\$125
50-500k	\$125	\$1,200
500k-1m	\$1,200	\$2,500
1m+	\$2,500	-

Passionfroot Pricing Guide

TikTok - Sponsored Post

TikTok sponsorships are an effective way for companies to reach a wide audience because of the high engagement coming from video content. Price varies based on the effort put in the video, follower count, and engagement rate of different TikTokers.

On Passionfroot, TikTok creators usually charge between **\$200-\$10,000**:

- Rates for nano-influencers (less than 15k followers) are **\$150-\$1000**.
- For micro-influencers (15-100k followers), prices are from **\$200-\$2,000**.
- For macro-influencers (100-500k), a video costs **\$200-\$5,000**.
- For the largest celebrity TikTokers (1M+), creators charge over **\$5,000**

TikTok ad: Average price by reach



Reach	Avg price	Min price	Max price
1-4.9k (1)	\$483.34	\$20.00	\$2000.00
15-49.9k (3)	\$644.13	\$5.00	\$5000.00
50-99.9k (4)	\$761.45	\$66.00	\$2500.00
100k-499.9k (5)	\$1797.28	\$20.00	\$4000
500k-999.9k (6)	\$3884.41	\$1768.82	\$6000

Creator Spotlight - AI Daily Insights



AI Daily Insights is a creator who runs an AI-focused TikTok, Instagram, and newsletter. Their TikTok account has almost 200k followers and 1.2M total likes. With an average view of ~100k per TikTok video, they have a high reach for the AI niche on TikTok.

They charge:

- \$400 per sponsored TikTok
- \$700 for a package of 1 TikTok, 1 IG post & story, 2 newsletter ads

This creates a CPM of around ~\$4 for TikTok alone, with a much lower CPM for the package deal.

The AI niche is thriving on TikTok, attracting tech-savvy audiences and drawing sponsorships from AI and tech companies eager to engage with this growing interest.

Industry Spotlight



Wonder which platforms are the most lucrative for certain niches of content? Here is a spotlight on the most popular and profitable platforms for AI & tech, productivity, and business & entrepreneurship creators.

AI & Tech Creators

AI & tech creators have some of the highest profit potential today. They mostly prefer newsletters and YouTube for their content, leveraging these platforms to share in-depth knowledge, and charge some of the highest prices among all content niches. AI creators typically command higher fees than tech creators, except in newsletters.

LinkedIn

On LinkedIn, tech creators charge an average of \$547 per sponsored post, while AI creators charge \$871.

Newsletters

Newsletters are highly profitable, with average ad sponsorships of \$821 for tech creators and \$606 for AI creators.

- Classified Ads: Tech – \$379, AI – \$288
- Sponsored Ads: Tech – \$755, AI – \$643
- Dedicated Ads: Tech – \$2,171, AI – \$1,406

YouTube

YouTube is the most lucrative platform for AI and tech creators, with an average sponsorship value of \$2105 for tech and \$5070 for AI creators.

- Shoutout Ads: Tech – \$1,280, AI – \$2,360
- Integrated Ads: Tech – \$2,212, AI – \$6,766
- Dedicated Ads: Tech – \$3,272, AI – \$7,229



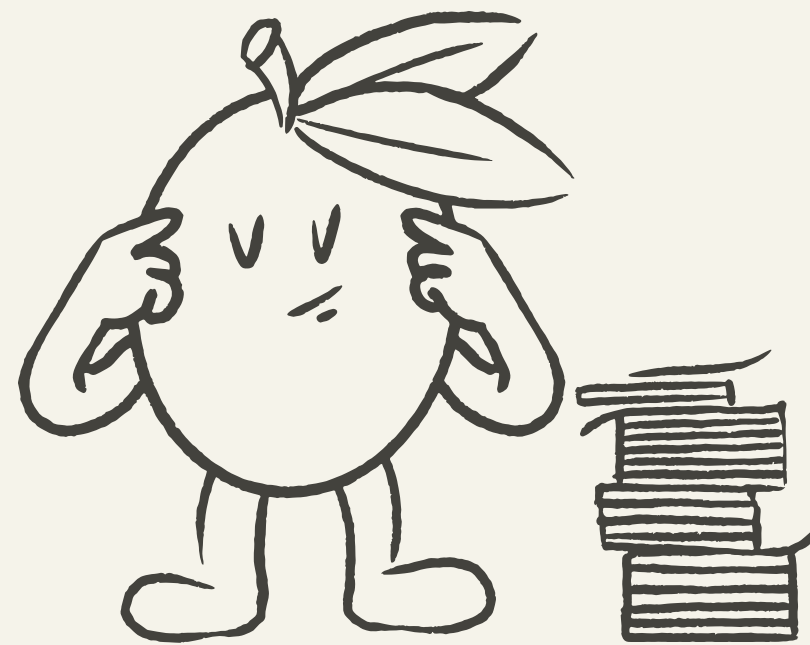
Superhuman AI (newsletter)



ByteByteGo (YouTube & newsletter)

Productivity Creators

Productivity creators on Passionfroot prefer platforms such as newsletters and YouTube as well. In particular, productivity creators such as Ali Abdaal and Jeff Su are especially popular on YouTube for audiences interested in self-improvement.



Jeff Su (YouTube)



Ali Abdaal (YouTube)

Newsletters

Newsletters are the most popular platform for productivity creators, averaging \$645 across different types of sponsorships. The average costs of sponsorship are below:

- Classified Ads: \$300
- Sponsored Ads: \$575
- Dedicated Ads: \$1450

YouTube

The Productivity category is incredibly popular on YouTube, and creators make the most money off of it as well — productivity YouTubers make an average of \$2951 per sponsorship:

- Shoutout Ads: \$1,143
- Integrated Ads: \$2,344
- Dedicated Ads: \$4,067

Business & Entrepreneurship Creators

Business and entrepreneurship creators are highly profitable, especially on YouTube. LinkedIn is also a crucial platform for these creators and are increasing in popularity -- first mover advantage is important on social media, so take advantage of its growth!

LinkedIn

LinkedIn is essential for building credibility among business audiences, with business creators charging an average of \$733 per sponsored post.



Graham Stephan (YouTube)



Erika Kullberg (YouTube)

Newsletters

Newsletters are the most popular platform for these creators, averaging \$697 for business and \$554 for entrepreneurship creators.

- Classified Ads: Business – \$346, entrepreneurship – \$322
- Sponsored Ads: Business – \$639, entrepreneurship – \$584
- Dedicated Ads: Business – \$2,431, entrepreneurship – \$1,515

YouTube

YouTube is once again the most lucrative platform: Business creators charge an average of \$3039 and entrepreneurship YouTubers charge around \$3219.

- Shoutout Ads: \$1360
- Integrated Ads: \$3662
- Dedicated Ads: \$4650

We hope this guide was helpful as you begin your content sponsorship journey, whether as a content creator or company partner.

Join Passionfroot to explore your growth potential today!

