Rate Card 2026

Isa · Johannesburg food, shops, events & lifestyle

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16.8K	440K+	230K+	3.4%
FOLLOWERS, 4 PLATFORMS	VIEWS, LAST 30 DAYS	BEST SINGLE VIDEO	AVG TIKTOK ENGAGEMENT

Packages

Every package includes the visit, filming, editing, captions and posting on my own accounts. Shop visits and on-location filming in Johannesburg included.

Food & Restaurant Review — R2,000

- ✓ 60-90 s TikTok video
- ✓ Instagram Reel + Facebook Reel + YouTube Short
- ✓ Restaurant tagged, location + prices in caption
- ✓ Meal for the reviewer only (my guests pay their own)
- ✓ No Post for Poor Quality guarantee

Restaurants, takeaways, cafes, bakeries, butcheries, food trucks

Brand & Shop Feature — R2,800

- ✓ Shop visit or on-location filming
- ✓ 60-90 s TikTok video
- ✓ Instagram Reel + Facebook Reel + YouTube Short
- ✓ Prices, location and contact details in video + caption
- ✓ Organic repost rights for your socials

Retail and spares shops, home and decor, auto, online stores, services, openings

Single platform rates

DELIVERABLE	DETAILS	RATE
TikTok video	60-90 s · 12.8K followers · typical 5K-10K views, top posts 25K-113K	**R1,800**
Instagram Reel	Collab post on request · top Reels 10K-120K views	**R1,200**
Facebook Reel	Posted natively · 89K views in the last 28 days	**R600**
YouTube Short	Search-optimised title	**R400**
YouTube long video	5-10 min dedicated video	**R2,500**
Instagram story set	3 frames, link sticker + tag	**R450**

Packages are about 30% cheaper than buying all four platforms separately.

Monthly partnerships (minimum 3 months, invoiced monthly in advance)

Starter — R5,000

- ✓ 2 multi-platform videos
- ✓ Story set per video
- ✓ Monthly results summary

Growth — R9,500

- ✓ 4 videos (one a week)
- ✓ Story set per video
- ✓ Monthly report + screenshots

Ambassador — R15,000+

- ✓ 6-8 videos
- ✓ Category exclusivity
- ✓ 30-day ad usage + raw footage

Event promotion

My Friday weekend guides have reached up to 81,000 TikTok views per post.

Featured Mention — R500

- ✓ In my Friday weekend guide
- ✓ TikTok + Instagram + Facebook
- ✓ Date, time, place, price, tag

Markets, pop-ups, bazaars

Dedicated Post — R1,500

- ✓ A video about your event only
- ✓ TikTok + Instagram + Facebook
- ✓ Custom hook + ticket CTA

Ticketed events, activations

Full Coverage — R3,500

- ✓ I attend, film and edit
- ✓ All 4 platforms
- ✓ Live within 72 hours

Festivals, car shows, launches

Usage rights & add-ons

ITEM	DETAILS	RATE
Organic repost	Share the video on your own socials, credited to @isa_154, no time limit	**Included**
Collab post	Instagram / TikTok collab, video shows on both profiles	**Included**
Paid ad usage	Spark Ads, partnership ads or boosting from your account, per video per 30 days	**R1,000**
Raw footage	All usable clips from the shoot	**R800**
Brand version edit	Second cut for your channels with your logo / CTA	**R700**
Category exclusivity	No competitor content for 30 days	**+25%**
Giveaway	Hosted on my TikTok + Instagram, you supply the prize	**R800**
Link in bio	7 days	**R300**
Rush turnaround	Posted within 48 hours of filming	**R500**
Travel	Johannesburg included · Pretoria, East Rand, Vaal R400 · further R5 per km	**From R0**

> **No Post for Poor Quality (food reviews).** If the food or experience doesn't meet a publishable standard, nothing is posted. You get honest private feedback and a refund of everything except a R500 visit fee. Everything on my channel is something I genuinely stand behind.

How it works

- 50% deposit to book the date, balance before the post goes live. Invoice within 24 hours, EFT accepted.
- Posted 3-7 days after filming. You see the caption before it goes live, 1 round of small edits included.
- Content stays up permanently. Results screenshots sent 7 days after posting.
- Paid content is labelled as a paid partnership, as required by the platforms and the ARB code.
- Halal-friendly content only: no alcohol, gambling or similar.
- Need something not listed? Ask for a custom quote.

Book

Email **isa15four@gmail.com** with your business name, what you'd like promoted and your preferred dates.
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