A little Gen X.
A lot of personality.



Product demos, lifestyle content and brand storytelling for Gen X and midlife audiences.

CONTENT FOR YOUR BRAND

Short-form UGC video

STARTING AT

$600

Created for your brand. No creator posting.

Unpublished YouTube-style video

STARTING AT

$800

Content only. Length and scope agreed.

SPONSORED CONTENT + CROSSPOSTING

One short-form video, adapted and posted to the agreed channels.

1 platform	2 platforms	3 platforms	4 platforms
STARTING AT	STARTING AT	STARTING AT	STARTING AT
$1,800	$3,000	$4,000	$5,000

Instagram / Facebook / TikTok / YouTube Shorts

Rates include creation, posting and 30 days of agreed brand usage. Longer YouTube videos, separate creative concepts, extended usage and exclusivity receive a custom quote.

If none of these fit, I’m open to custom campaigns.

Packages, incentives, products and contract length can shape a proposal. Retainers and ongoing partnerships are welcome. All rates are in USD.

Clear scope. Defined usage.

Each paid project includes 30 days of agreed organic and paid advertising usage on the brand’s own social accounts. Approved channels, placements and dates are confirmed in your proposal.

PAID ADVERTISING FROM BRAND ACCOUNTS

First 30 days	Included
60 days total	Additional +25%
90 days total	Additional +50%

Each additional 30 days is 25% of the original video’s base creation or single-platform sponsored fee, before crossposting additions. Extension fees are flat, not compounded.

Partnership ads, Spark Ads, website, email, retail, broadcast, raw footage and usage beyond 90 days: custom quote. Perpetual usage is not part of standard packages.

Exclusivity

Available for up to three months, with the product category and named competitors agreed. Longer arrangements may be considered for select larger partnerships. Quoted separately.

Gifted collaborations

Gifting is considered when it fits. Posting must remain optional, or the agreed deliverable may be limited to Story content. Gifts do not include a commitment to feed posts, Reels or YouTube uploads.

Before we begin

The written proposal confirms deliverables, length and format, revisions, production dates, payment, cancellation, and usage. This sheet is a pricing guide, not a signed agreement.

Updated November 8, 2026. Start a project at genxchelle.com/#contact.