

2026 EDITION

Creator Rate Card 2026

What creators charge per platform, format and follower tier, from the deals we negotiate every week.

BEFORE YOU QUOTE A NUMBER

How to read this card

Every rate is the price of one post or placement in US dollars for the US market, shown as the 25th to 75th percentile of what we see. Half of all deals land inside the range; a quarter below, a quarter above. Niche, engagement and production effort move a creator within or beyond it.

TIER 1

Nano

UNDER 10K FOLLOWERS

5.2% avg. engagement

TikTok nano: 10.3%

TIER 2

Micro

10K TO 100K

3.75% avg. engagement

Range 2.5 to 5%

TIER 3

Mid

100K TO 500K

2.5% avg. engagement

Range 1.5 to 3.5%

TIER 4

Macro

500K TO 1M

1.5% avg. engagement

Range 1.2 to 2.5%

TIER 5

Mega

1M AND ABOVE

1.0% avg. engagement

Range 0.8 to 1.2%

Engagement rates: Social Cloud 2026 Influencer Marketing Report (the report groups 100K to 1M as one tier at 2.5%; the Macro split is a Social Cloud benchmark from negotiated deals, 2025 to 2026).

RULE 1

Pay for views, not followers

Ask for the median views of the last 10 posts and price against that. Follower count is a vanity metric; the CPM tile on each platform page is the number to hold a quote against.

RULE 2

Bundle for 20 to 35% lower unit cost

Three to six placements over 60 to 90 days bring the per-post price down by 20 to 35% in our deals, and 71% of creators say they discount long-term partnerships (Later, 2026).

RULE 3

Usage rights add 20 to 50%

Every rate here covers an organic post only. Reusing the content in your own ads, on your site or in retail adds 20 to 50% depending on term and territory. See page 8.

EUR NOTE

+10 to 25%

EU creators typically sit 10 to 25 percent above US creators on CPM for the same audience size, because the audiences are smaller and more language-bound. This is the uplift the Social Cloud ROI calculator applies to EU campaigns. Convert at the day's rate and add the uplift to the USD figures on the following pages. DACH Instagram Story CPMs of about \$29 to \$52 (Modash, 2026) sit at the upper end of the US Story range of \$20 to \$50.

YouTube

Long-form is the most expensive placement on this card and the one with the longest shelf life. The report puts the average ROAS of long-form integrations at 4.1x with a 3.8 to 4.2% click-through rate, which is why dedicated videos justify their premium.

FORMAT per placement, USD, 25th to 75th pct.	NANO under 10K	MICRO 10K to 100K	MID 100K to 500K	MACRO 500K to 1M	MEGA 1M+
Dedicated video 8 to 15 min, product is the topic	\$50 to 200	\$300 to 1,500	\$1,500 to 8,000	\$8,000 to 20,000	\$20,000 to 50,000+
60 to 90 s integration mid-roll inside a regular upload	\$30 to 120	\$200 to 1,000	\$1,000 to 5,000	\$5,000 to 12,000	\$12,000 to 30,000
30 s pre-roll first 30 seconds, link in description	\$20 to 80	\$100 to 600	\$600 to 3,000	\$3,000 to 8,000	\$8,000 to 20,000
Shorts under 60 s, vertical	\$20 to 80	\$100 to 500	\$500 to 2,500	\$2,500 to 6,000	\$6,000 to 15,000

Sources: tier anchors from Influencer Marketing Hub YouTube rates 2026 (Nano \$20 to 200, Micro \$200 to 1,000, Mid \$1,000 to 10,000, Macro \$10,000 to 20,000, Mega \$20,000 to 50,000+ per sponsored video). Format split (dedicated vs integration vs pre-roll vs Shorts) and the 25th to 75th percentile cut are Social Cloud benchmarks from negotiated deals, 2025 to 2026.

TYPICAL CPM

\$15 to 35

per 1,000 views for a 60 to 90 s integration. Dedicated videos run \$50 to 75+ (Modash, 2026). Influencer Marketing Hub puts most YouTube sponsorship CPMs at \$15 to 30. Social Cloud deals cluster at \$18 to 28 for integrations.

NOTES

- The report recommends 300K to 2M subscribers as the reach and engagement sweet spot for integrations. That is the Mid to Mega band, where CPM is most stable.
- Price on 30-day views, not subscribers. A 200K channel averaging 40K views is a Micro buy at Mid-tier rates: walk away or re-anchor on CPM.
- Shorts cost a quarter of a dedicated video and are best bought as a bundle of 2 per long-form video (the HelloFresh case in the report ran 14 long-form plus 28 Shorts).

Instagram

Still the top platform choice for 57.1% of brands. Reels take 50% of all time on the app and reach 30.81% of a creator's audience against 14.45% for carousels, 13.14% for image posts and 8.5% for Stories (Social Cloud 2026 report). Rates follow that reach.

FORMAT per placement, USD, 25th to 75th pct.	NANO under 10K	MICRO 10K to 100K	MID 100K to 500K	MACRO 500K to 1M	MEGA 1M+
Reel 15 to 90 s, 60 to 90 s performs best	\$25 to 150	\$150 to 1,000	\$1,000 to 4,000	\$4,000 to 10,000	\$10,000 to 25,000+
Feed post single image, permanent	\$10 to 100	\$100 to 800	\$800 to 3,000	\$3,000 to 8,000	\$8,000 to 20,000
Story set of 3 3 frames, link sticker, 24 h	\$15 to 80	\$100 to 500	\$500 to 2,000	\$2,000 to 5,000	\$5,000 to 12,000
Carousel 3 to 10 slides, saves and shares	\$15 to 120	\$120 to 900	\$900 to 3,500	\$3,500 to 9,000	\$9,000 to 22,000

Sources: Nano feed post \$10 to 100, Micro \$100 to 1,000 and Mega \$10,000+ from the Social Cloud 2026 report. Public guides start Nano higher (Later 2026: \$100 to 500 per post; Meltwater: \$20 to 100); we use the report. Macro feed post \$5,000 to 10,000+ and Story \$2,500 to 8,000 (Influencer Marketing Hub, macro 100K to 1M). Reel premium of 20 to 30% over feed and Story at about half of feed (Later, 2026). Mid and Macro split: Social Cloud benchmark, negotiated deals 2025 to 2026.

TYPICAL CPM

\$15 to 45

per 1,000 Reel plays (Modash, 2026).
Stories run \$20 to 50 on views. Tiered benchmark from iqfluience: Nano \$5 to 15, Micro \$8 to 25, Mid \$15 to 40, Macro \$25 to 60, Mega \$40 to 100+. Social Cloud Reel deals cluster at \$12 to 30.

NOTES

- Reels engagement averages 2.46% versus a 2% platform average, and 55% of Reel views come from non-followers. A Reel is the only Instagram format you should price for discovery.
- Buy Stories as a bundle with a Reel. A standalone Story set is poor value at 8.5% reach; as a day-two driver with a link sticker it adds the click.
- Gifted collaborations average 2.19% engagement versus 1.94% paid (report). At Nano and Micro, product plus a \$50 to 300 fee often beats a full rate.

TikTok

The cheapest reach on this card and the most volatile. Views depend on the algorithm, not the follower count, so TikTok is priced on average views first. Nano creators post 10.3% engagement, the highest of any platform and tier in the report, and 58% of users shop directly in the app.

FORMAT per placement, USD, 25th to 75th pct.	NANO under 10K	MICRO 10K to 100K	MID 100K to 500K	MACRO 500K to 1M	MEGA 1M+
In-feed video 15 to 60 s, organic post	\$25 to 150	\$150 to 1,000	\$1,000 to 3,000	\$3,000 to 6,000	\$6,000 to 15,000+
Spark Ads add- on 30-day authorisation, you pay the media	+\$10 to 75	+\$50 to 500	+\$300 to 1,500	+\$800 to 3,000	+\$1,500 to 7,500
Series of 3 3 videos over 30 to 45 days	\$60 to 320	\$350 to 2,200	\$2,200 to 6,500	\$6,500 to 13,000	\$13,000 to 32,000

Sources: in-feed tiers from Influee 2026 (Nano \$25 to 200, Micro \$200 to 1,500, Macro 100K to 1M \$1,500 to 5,000, Mega \$5,000+) cross-checked with Influencer Marketing Hub (Micro \$200 to 800, Macro \$800 to 5,000). Spark Ads add-on of 20 to 50% of the content fee (Influee, 2026), shown in dollars. Series discount of 20 to 35% and the Mid vs Macro split: Social Cloud benchmark, negotiated deals 2025 to 2026.

TYPICAL CPM

\$7 to 25

per 1,000 views on an organic in-feed video (Modash, 2026); practitioners quoted there treat \$20 as a sensible ceiling. iqfluence 2026 tiers: Nano \$4 to 12, Micro \$8 to 22, Mid \$15 to 38. Social Cloud deals cluster at \$8 to 18.

NOTES

- Ask for the median, not the average: one viral video skews a Micro creator's average views by 5 to 10x. Price on the median of the last 10 posts.
- Spark Ads turn a post into an ad you control. The add-on buys the authorisation code; media spend is on top. Always buy it on the best-performing video of a series, not in advance on all three.
- Finance, tech and legal creators charge 2 to 3x the lifestyle rate at the same follower count (Influee). Budget the top of the range in those niches.

Twitch

Twitch is priced on average concurrent viewers (CCV), not followers, so the five tiers below are mapped to CCV bands. The standard formula is CCV x rate per viewer-hour x sponsored hours, at \$0.80 to 1.50 per viewer-hour (StreamScheme) or \$1.00 to 2.00 for mid-tier deals (LaunchPoint, 2026).

FORMAT per placement, USD, 25th to 75th pct.	NANO under 50 CCV	MICRO 50 to 300 CCV	MID 300 to 1,000 CCV	MACRO 1,000 to 3,000 CCV	MEGA 3,000+ CCV
Stream sponsorship per hour, title, overlay and shout-outs	\$25 to 75	\$60 to 400	\$350 to 1,500	\$1,200 to 4,500	\$4,000 to 12,000+
Sponsored segment 10 to 15 min demo or unboxing in a regular stream	\$30 to 100	\$100 to 400	\$400 to 1,500	\$1,500 to 4,000	\$4,000 to 10,000
Panel and chat link 30 days, panel below player plus chat command	\$25 to 75	\$75 to 300	\$300 to 1,000	\$1,000 to 2,500	\$2,500 to 6,000

Sources: per-hour row derived from \$0.80 to 1.50 per viewer-hour (StreamScheme rate card) and \$1.00 to 2.00 (LaunchPoint 2026, mid-tier \$500 to 5,000 per sponsored stream, about \$500 at 200 CCV and \$2,000+ at 1,000 CCV). Segment row anchored on LaunchPoint live unboxing \$750 to 2,000 and 2-hour playthrough \$1,000 to 4,000 for mid-tier. Panel row anchored on LaunchPoint 30-day overlay and chat bot \$500 to 1,500 for mid-tier. CCV tier mapping and all Nano, Micro, Macro and Mega cells: Social Cloud benchmark, negotiated deals 2025 to 2026.

TYPICAL COST

\$1 to 2

per viewer-hour (LaunchPoint, 2026). On unique viewers of a 2-hour stream this works out to about \$15 to 35 CPM in Social Cloud deals, in line with a YouTube integration but with live chat and a clickable panel.

NOTES

- Verify CCV with a 30-day TwitchTracker or SullyGnome export, not the streamer's peak. Peak is often 3 to 5x the average.
- A game outside the streamer's core genre costs 20 to 30% more and converts worse (LaunchPoint). Pay for native fit, not for a forced playthrough.
- Chat links convert at 1 to 3% CTR over 30 days (LaunchPoint). For download or sign-up goals, structure the deal as segment plus panel with a tracked code rather than hours of sponsorship.

What \$10,000 buys in 2026

Four ways to spend the same budget, priced at the midpoint of the ranges in this card before add-ons. The report finds nano and micro creators deliver 3 to 4x the engagement of macro creators and that 73% of brands now prefer micro and mid partnerships. The mixes below show why.

MIX A: REACH

1 Mega Instagram Reel

About \$10,000 for one placement from a 1M+ creator. Expected reach 300K to 600K at 1% engagement. Fastest to execute, highest single-creator risk.

1 post

Est. CPM \$25 to 40

MIX B: DEPTH

2 Mid YouTube integrations plus 4 Shorts

Two 100K to 500K channels at about \$3,000 each, plus 2 Shorts per channel at about \$1,000 each. Evergreen, searchable, 4.1x ROAS benchmark.

6 pieces

Est. CPM \$18 to 30

MIX C: VOLUME

15 Micro TikTok videos plus Spark Ads on the top 3

Fifteen 10K to 100K creators at about \$550 each, plus about \$1,700 of Spark authorisations. Highest engagement per dollar, 4 to 6% engagement typical on micro TikTok.

15 posts

Est. CPM \$8 to 18

MIX D: ALWAYS-ON

3 Micro creators, 3 months, 2 Reels a month each

Eighteen Reels at about \$550 each after a 25% bundle discount. The report finds 99% of always-on programs are rated effective; campaign-based teams are 17x more likely to report ineffectiveness.

18 posts

Est. CPM \$12 to 25

AVERAGE ROI

\$5.78

per \$1 spent on influencer marketing; top performers reach \$18 to 20 (Social Cloud 2026 report).

PERFORMANCE-BASED DEALS

53%

of brands now use performance-based compensation models (report). See page 8 for how we structure them.

NICHE ALIGNMENT

+13.59%

engagement and 81.39% more views when the creator's niche matches the product category (report). Only 37.2% of brands do this.

Estimated CPMs per mix are Social Cloud benchmarks (negotiated deals, 2025 to 2026) applied to the midpoints of this card. Engagement and ROI figures: Social Cloud 2026 Influencer Marketing Report; micro TikTok engagement 4 to 6%: Influee 2026.

ON TOP OF THE BASE RATE

Add-ons and multipliers

Every figure on the platform pages is an organic post with no rights beyond the creator's own channel. These are the line items that change the number, and what we see them cost.

+20 to 50%

Usage rights

Reusing content in your own ads, site, email or retail. 3 months organic repost sits at the low end, 12 months paid media worldwide at the top. Later, Influee and LaunchPoint all report 20 to 50%; perpetual rights can double the fee.

+15 to 30%

Exclusivity

Per category, per month the creator cannot work with a competitor. 15 to 30% for a 30 to 90 day window (Influee). Full-category exclusivity for 6 months or more can double a deal (LaunchPoint); narrow the category instead.

+20 to 50%

Whitelisting and Spark Ads

Running paid ads from the creator's handle (Meta partnership ads, TikTok Spark Ads). 30 to 50% on Instagram (Later), 20 to 50% on TikTok (Influee). Media spend is always on top of the authorisation fee.

+25%

Rush fee

Turnaround under the 7 to 14 day standard costs about 25% more (Influee). Under 72 hours we see 50%. A clear brief sent on day one is the cheapest way to avoid it.

+10 to 20%

Agency vs direct

Talent-managed creators quote 10 to 20% above a direct deal to cover their manager (Later). From Mid tier up, most creators are managed; at Nano and Micro you are mostly dealing direct and the price is the price.

-20 to 35%

Multi-platform bundles

A Reel plus TikTok cut of the same shoot, or a YouTube integration plus 2 Shorts, prices 20 to 35% below the sum of the parts. Social Cloud benchmark (negotiated deals, 2025 to 2026). The creator saves a production day; you save the margin.

60 / 40

Performance component

The Social Cloud model: a lean base fee of 60 to 70% of the rate-card midpoint, plus a performance component paid on tracked sales, sign-ups or views above an agreed floor. Creators who believe in the product earn more than the card; the brand's downside is capped. 53% of brands now use performance-based compensation (report).

Where sources disagree we show the overlap of the published ranges; the Social Cloud figures reflect the deals we closed in 2025 and 2026. All percentages apply to the base creator fee, not to media spend.

Negotiation checklist

Eight questions we work through on every deal. If a quote fails more than two of them, re-anchor on CPM or move on.

01 Price on median views of the last 10 posts

Not followers, not the best post. Convert the quote to CPM and compare with the tile on the platform page. Above the top of the range needs a reason: niche, audience quality or production.

02 Check the audience, not just the creator

Ask for audience country, age and gender from native analytics. US share under 60% on a US campaign means you are paying US rates for reach you cannot use.

03 Separate the organic fee from rights

Quote organic first, then add usage, whitelisting and exclusivity as named line items with term and territory. A single bundled number hides a 30 to 50% uplift you may not need.

04 Buy a series, not a post

Three placements over 60 to 90 days cost 20 to 35% less per post and let you move Spark or whitelisting budget to the one that performs. One-off posts rarely clear \$5.78 ROI.

05 Define deliverables to the second

Length, placement (pre-roll, mid-roll, dedicated), number of frames, link sticker, pinned comment, discount code, posting window. Every unspecified item becomes a change request at rush rates.

06 Agree on tracking before creative

Creator-specific code plus UTM link in the brief, not after the post. 74% of brands now track sales from creator campaigns; without a code you cannot run a performance component.

07 Put approval rounds and timing in writing

One revision round included, 48-hour review on both sides, posting date with a plus or minus 2-day window. This is what keeps you out of rush fees and make-good disputes.

08 Offer a performance upside

A lean base plus a bonus on tracked results gets you a lower base, a creator who cares about the link, and data for the next negotiation. Make the floor realistic: a bonus nobody can reach is a pay cut.

Where the numbers come from

PRIMARY

Social Cloud 2026 Influencer Marketing Report

Published February 2026, US market focus. Provides the engagement rates by tier (5.2 / 3.75 / 2.5 / 1.0%), TikTok nano engagement of 10.3%, the Nano (\$10 to 100), Micro (\$100 to 1,000) and Macro 1M+ (\$10,000+) post anchors, Reels reach and engagement, YouTube ROAS and CTR, ROI, gifted vs paid, and the adoption of performance-based compensation. Where the report and public guides disagree, the report wins and the range is noted.

PUBLIC BENCHMARKS

Named third-party rate studies

Influencer Marketing Hub (YouTube, micro and macro rate guides, 2026), Later (Influencer Pricing Benchmarks 2026), Influee (TikTok rates 2026), Meltwater (influencer marketing costs), Modash (CPM benchmarks, March 2026), iqfluence (CPM by tier, 2026), StreamScheme (Twitch rate card), LaunchPoint (Twitch gaming rates 2026). Each is named next to the figure it supports.

SOCIAL CLOUD BENCHMARK

Negotiated deals, 2025 to 2026

Where no public source splits a tier or format, the figure comes from the deals Social Cloud negotiated across its roster of 12,000+ verified creators in 2025 and 2026, cut at the 25th and 75th percentile. These cells are marked as Social Cloud benchmarks on each page and are reviewed quarterly.

READING THE RANGES

All rates are one organic placement, USD, US market, before usage rights, exclusivity, whitelisting, rush or agency fees. Twitch tiers are mapped to average concurrent viewers because follower counts do not predict live reach. EU campaigns: add 10 to 25% on CPM, the uplift applied by the Social Cloud ROI calculator. Rates move with the market; this edition reflects deals and sources up to October 2026.

NEXT STEP

Get a forecast for **your budget**

Put your budget, platform and tier into the Social Cloud ROI calculator and get expected reach, CPM and return in under a minute, using the same ranges as this card. Or send us the brief and we will price the roster for you.

ROI CALCULATOR

social-cloud.com/roi-calculator

Budget in, forecast out. US and EU rates.

TALK TO US

social-cloud.com/contact

A priced creator shortlist within 48 hours.

EMAIL

info@social-cloud.com

Send the brief, we reply with numbers.