

TEMPLATES & DOWNLOADS

The Rate Card Template

The card line by line, with every item most creators forget to charge for.
Fill in your numbers and send it as a PDF.

The one structural rule. Never quote a single bundled figure. Separate lines let a brand adjust scope instead of pushing your total down, and they are what make a counter-offer easy to justify. State the GST position in the header: assuming the wrong one costs you the difference or an argument.

1 Header and audience

Fill in

Name or business _____

Niche and city _____

Rates effective _____ All figures in ₹, [exclusive / inclusive] of GST

Followers _____ Engagement on reach _____

Typical Reel reach _____ Non-follower share _____

2 Content rates

Per deliverable

Deliverable	Rate (₹)
Instagram Reel, up to ___ seconds	
Instagram carousel, up to ___ slides	
Instagram Story, per frame	
Story set of ___ frames with link	
Static feed post	
YouTube Short	
UGC video, no posting on my channels	
Bundle: Reel + 3 Stories	

The bundle line is worth including. Brands buy it because it looks like value, and it raises your average deal size.

3 Usage rights

Where the money is

Content is licensed for the brand's organic social channels for three months from publication, included above. Anything beyond that:

Usage	Rate (₹)
Organic usage, additional 3 months, per asset	
Organic usage, 12 months, per asset	
Paid advertising usage, per platform, 3 months, per asset	
Whitelisting, ads run from my handle, per month	
Website and email use, 12 months	
Perpetual, all media	On request

This section is where the money most creators leave behind actually sits. Do not fold usage into the content rate.

4 Exclusivity and add-ons

Often unpaid

Item	Rate (₹)
Named competitor only, 30 days	
Category exclusivity, 30 days	
Category exclusivity, 3 months	
Additional revision round beyond ___ included	
Additional hook variants for ad testing, each	
Additional aspect ratios, each	
Raw footage delivery	
Rush delivery, under ___ days	___% uplift
Scripted or heavily directed content	___% uplift
Travel outside ___	At cost

Multiple hook variants for ad testing is the most commonly requested and the most commonly unpaid.

5 Terms and recent work

Closing

- ☐ ___% payable on booking, balance within ___ days of delivery
- ☐ Payment triggered by delivery, not by publication date
- ☐ ___ revision rounds included; feedback consolidated in one response
- ☐ Rates valid until _____
- ☐ Bookings confirmed on written acceptance and receipt of deposit

Brand	Format	Reach	Result

Two lines with real numbers does more than the whole rate card to justify the prices.

Influking matches creators with brands, and handles the brief, approvals and on-time payment.