



# INSTAGRAM SPONSORING

SPECS - GAIN - PRICING

2022-2023

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### **POSTS SPECIFICATIONS**

Static Post	A permanent post on SG feed without promotion
Sponsored Post	A permanent post on SG feed with paid promotion
Story Post	A post that will stay for 24h on SG stories
Highlight Story Post	A permanent post on SG highlight stories
Video Post	A permanent reel on SG feed without promotion
Sponsored Video Post	A permanent reel on SG feed with paid promotion

### **CUSTOMER GAIN**

Static Post	Gain more followers from our network
Sponsored Post	Gain more followers from an expanded network that we will target for you based on market research
Story Post	Increase brand awareness from the viewers within 24h
Highlight Story Post	Increase brand awareness permanently from the current and future followers of SG
Video Post	Promote your brand's aesthetic and services to our network
Sponsored Video Post	Promote your brand's aesthetic and services to an expanded network that we will target for you based on market research

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### **POSTS PRICING<sup>1</sup>**

Static Post	Followers x 0.01€
Sponsored Post	Followers x 0.05€
Story Post	Standard Fee (15,00€) + (views x 0,01€)
Highlight Story Post	Standard Fee (25,00€) + (views x 0,01€)
Video Post	Twice Static Post Fee + (views x 0,01€)
Sponsored Video Post	Twice Static Post Fee + (views x 0,05€)

<sup>1</sup> The prices will be charged VAT 24% on the invoice issued (for the countries where required).