

# Reach culture, Drive Influence.

R A T E C A R D

# HYPE & HOST

## INTRO HYPE

- A high energy branded opening delivered by the host, designed to position the brand strongly from the start.
- Can include brand tagline or key messaging.

**#100K — #180K**  
PER EPISODE

## MID-EPIISODE HYPE

- A conversational and organic brand integration within the discussion.
- This format drives the strongest audience trust and conversion.

**#150K — #300K**  
PER EPISODE

## OUTRO HYPE

- A closing reminder with a clear call to action, reinforcing brand messaging at the end of the episode.

**#50K — #100K**  
PER EPISODE



# VISUAL BRANDING

## LOGO PLACEMENT

- Static logo displayed on screen during the episode for consistent brand visibility.

#50K — #120K  
PER EPISODE

## LOWER-THIRD BANNER

- On screen text displaying brand name, product, or offer.
- Can appear as a pop up or scrolling banner.

#70K — #150K  
PER EPISODE

## PRODUCT PLACEMENT

- A closing reminder with a clear call to action, reinforcing brand messaging at the end of the episode.

#50K — #100K  
PER EPISODE

## BACKGROUND BRANDING

- Brand integration within the set design, ensuring continuous visibility throughout the episode.

#150K — #400K  
PER EPISODE



# CUSTOM INTEGRATIONS

## SPONSORED SEGMENT

- A dedicated segment built entirely around the brand, allowing deeper storytelling and engagement.

#200K — #500K  
PER EPISODE

## FULL EPISODE SPONSORSHIP

- Exclusive brand ownership of the episode, including multiple mentions and positioning as the primary sponsor.

#400K — #1M  
AND ABOVE

## INTERVIEW INTEGRATION

- Brand messaging seamlessly incorporated into guest conversations for authentic promotion.

#250K — #600K  
PER EPISODE



# DIGITAL EXTENSIONS

## SOCIAL MEDIA AMPLIFICATION

- Branded clips distributed across Instagram, TikTok, and Twitter to extend reach beyond the episode.

**#50K — #150K**  
PER POST

## YOUTUBE DESCRIPTION PLACEMENT

- Brand link and call to action included in the video description.

**#20K — #50K**  
PER PLACEMENT

## THUMBNAIL BRANDING

- Brand logo or visual included in the episode thumbnail to increase visibility and click through.

**#30K — #80K**  
PER EPISODE



# BUNDLE PACKAGES

## BASIC PACKAGE

- Includes pre roll, post roll, and logo placement.

#150K — #250K

## STANDARD PACKAGE

- Includes pre roll, mid roll, lower third banner, and one social media clip. This is the most popular package due to balanced visibility and value

#300K — #500K

## PREMIUM PACKAGE

- Full episode sponsorship combined with visual branding and social media amplification for maximum exposure.

#600K — #1.2M  
AND ABOVE



# PRODUCTION & CREATIVITY COSTS

## VIDEO PRODUCTION

What it covers:

- \* Camera setup (1-3 cameras)
- \* Lighting
- \* Audio recording
- \* Basic editing (cuts, color, sound)

**#150K – #400K**

## VOICE OVER

What it covers:

- \* Clean studio recording
- \* Voice over Artist / professional voice delivery
- \* 1-2 revisions

**#50K – #150K**

## EVENT COVERAGE

- \* Photographer and Videographer
- \* Edited photos and video
- \* Short BTS clips
- \* Clean edit + color grading
- \* Multi-camera setup
- \* Full event capture

**#500K – #2M  
AND ABOVE**



# Advertise with Us

For more information please contact

---

**Spaceman**

thc@newlabelproduction.com

+234 808 867 7783

[www.thehousechronicles.com](http://www.thehousechronicles.com)



