MEDIA KIT · INSTAGRAM @OLATHECREATIVE · ATLANTA, GA

738K views in 30 days. *Most of them strangers.*

Ola talks Black culture, politics and the news, straight out of Atlanta. **85% of views come from non-followers**, so your message reaches new people, not the same feed on repeat.



INSTAGRAM INSIGHTS · LAST 30 DAYS · OCT 23 – NOV 21, 2026

738.6K	430.7K	20,351	85%	12.9%	46.5K
VIEWS	ACCOUNTS REACHED	FOLLOWERS	NON-FOLLOWER	INTERACTION	SHARES
+31.2% vs. prior 30d	+103.3% doubled	+6,108 net in 30d	of all views	per view, top 9 Reels	top 9 Reels

People don't just watch. They send it.

Top Reels average **119K views each, almost 6x the follower count.** That only happens when people share, and they do: **one in every 23 views becomes a share.**

98% of views come from Reels. Every promo is written and shot by Ola, in Ola's voice, so it plays like the content people already share.

Black politics & elections · Georgia & Atlanta · Culture & current events · Comedy & hot takes · Community wins

They're done! It's time to get e... Nov 4 · 20K shares · 6.5K reposts	307K
This is a tough one, but right is ri... Nov 16 · 6.4K shares · 2.4K reposts	120K
This man don't look coked out... Nov 15 · 3.4K shares · 974 reposts	110K
Georgia, we got some actio... Nov 19 · 2.9K shares · 763 reposts	109K
At least let us celebrate a little b... Nov 6 · 2K shares · 640 reposts	102K

Promotion packages

Spotlight

FROM **$1,200**

Events, drops, local spots, one big announcement.

- 1 Reel with your brand built in (15—20 sec)
- 3-frame Story set with link sticker
- Link in bio, 7 days
- 1 round of revisions

PROJECTED 60K–100K VIEWS

Feature

BEST VALUE

FROM **$2,500**

Launches, apps, businesses that want the whole story.

- 1 dedicated Reel + 1 follow-up Reel
- Collab post, lands on your grid too
- 2 Story sets with link sticker
- Link in bio, 14 days
- 7-day results report

PROJECTED 150K–250K VIEWS

Campaign

FROM **$6,000** / 30 days

Brands, causes and campaigns that need a month.

- 4 Reels: 2 dedicated, 2 brand built in
- Collab on every Reel, weekly Stories
- 30 days of partnership ad rights
- Link in bio all month
- Kickoff call + final report

PROJECTED 350K+ VIEWS, BEFORE BOOST

Add-ons

Partnership ad rights (run my Reel as your ad)	+30% / 30 days
Category exclusivity	+25% / 30 days
Rush, live in under 72 hours	+25%
Extra Story set (3 frames)	$150
Link in bio extension	$100 / week

How it works

- **Ola's voice stays Ola's.** You send key points; you approve before it goes live.
- **50% to book, 50% on delivery.** Turnaround 5—7 business days.
- **Always disclosed** with Instagram's Paid partnership label.
- **Political and advocacy work is quoted separately.** Paid boosts need Meta political ads authorization and a "Paid for by" disclaimer.
- **Only promotes what Ola would tell people about.**

Got something to say? *Put it in front of 400K people.*

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