
THE 2026 TALENT RATE GUIDE

Know Your Worth. Set Your Rate.



Free resource from p3rson.com

Introduction

This guide covers real rate ranges for models, UGC creators, influencers, and brand ambassadors across 5 major US markets.

All rates are based on 2025–2026 market data.

How to Use This Guide

1. Find your category (model, UGC creator, brand ambassador, influencer).
2. Look up rates by city, experience level, or follower count.
3. Use these ranges as a starting point — adjust for your niche, experience, portfolio quality, and usage rights.

Pro Tip

Rates at the higher end typically reflect talent with strong portfolios, repeat clients, and proven ROI for brands.

Model Rates by City

Standard commercial modeling rates across top US markets.

City	Hourly	Half Day (4hr)	Full Day (8hr)
NYC	\$200–400	\$600–1,200	\$1,000–2,500
LA	\$175–350	\$500–1,000	\$800–2,000
Miami	\$150–300	\$450–900	\$700–1,800
Atlanta	\$125–250	\$375–750	\$600–1,500
Chicago	\$150–300	\$450–900	\$700–1,800

* Rates vary based on experience, agency representation, and usage rights.

UGC Creator Rates

User-generated content rates by deliverable type and experience level.

Deliverable	Beginner	Intermediate	Expert
Single Video (30–60s)	\$100–250	\$250–500	\$500–1,500
Photo Bundle (5–10)	\$75–200	\$200–400	\$400–800
Full Campaign (5+ assets)	\$500–1,000	\$1,000–3,000	\$3,000–10,000
Product Review	\$50–150	\$150–350	\$350–750

Brand Ambassador Rates

In-person and digital brand ambassador engagement rates.

Event Type	Per Event	Per Day	Monthly Retainer
In-Store Activation	\$150–400	\$300–800	\$1,000–3,000
Trade Show	\$200–500	\$400–1,000	—
Festival / Concert	\$250–600	\$500–1,200	—
Digital Campaign	—	—	\$500–2,000

Influencer Rates by Follower Count

Sponsored content rates by platform and audience size.

Tier	Instagram Post	Instagram Reel	TikTok	YouTube
Nano (1–10K)	\$50–200	\$100–300	\$75–250	\$200–500
Micro (10–50K)	\$200–500	\$300–750	\$250–600	\$500–2,000
Mid (50–250K)	\$500–2,000	\$750–3,000	\$600–2,500	\$2,000–8,000
Macro (250K–1M)	\$2,000–10,000	\$3,000–15,000	\$2,500–12,000	\$8,000–25,000

Negotiation Tips

1 Always quote a range, not a single number

Ranges give you room to negotiate and signal flexibility while protecting your floor rate.

2 Factor in usage rights (add 25–100% for extended/exclusive usage)

If a brand wants exclusivity or extended usage beyond the initial campaign, your rate should reflect that value.

3 Ask about the full scope before quoting

Understand the number of revisions, deliverables, timeline, and whether travel or expenses are included.

4 Never lower your rate — add value instead

Offer an extra deliverable, faster turnaround, or bonus content rather than cutting your price.

5 Get everything in writing before starting work

A signed contract or detailed email confirmation protects both you and the client.

2026 Industry Trends

TREND 1

UGC Rates Rising

UGC rates are up 15–20% year-over-year as brands continue shifting budgets from polished studio content to authentic, creator-driven assets.

TREND 2

AI Platforms Reducing Fees

AI-powered platforms like P3RSON are reducing traditional agency middleman fees, putting more money directly in talent pockets.

TREND 3

Short-Form Video Dominance

Short-form video rates are outpacing static content rates 2:1, driven by TikTok, Reels, and Shorts demand.

TREND 4

Micro-Influencer Premium

Micro-influencers are commanding premium per-follower rates compared to macro-influencers, thanks to higher engagement and audience trust.

**Ready to get booked
at these rates?**

Join free at p3rson.com — 90% payouts

p3rson.TM

p3rson.com

Rates are estimates based on market data. Individual rates vary.

© 2026 P3RSON. All rights reserved.