

**Baby Food & Fun, L.L.C.**

**Standard Social Collaboration Rates:**

*Social Media Works:*

**Reels (15-29 seconds): \$300-\$399**

*\*Includes: Reel + share to Instagram story & highlight + Tagging and mention in relevant posts for increased visibility.*

**Reels (30-59 seconds): \$400-\$599**

**Reels (60-89 seconds): \$600-\$799**

**Reels (90-120 seconds): \$800-\$1,200**

**Infographics / Static Post / Photo:  
\$250-\$500 (1-4 panel/posts)**

*\*Includes: 1 Post + share to Instagram story & highlight + Tagging and mention in relevant posts for increased visibility.*

**Infographics / Static Post / Photo:  
\$550-\$1,000 (5-10 panel/posts)**

**Stories (1-3 story frames with links): \$200-\$300**  
**Stories (1-3 story frames without links): \$100-\$200**

*\*Includes: 1 time Stories Feature + highlight + Tagging and mention in relevant posts for increased visibility*

*Blog Posts and Features:*

**Written Blog Posts/Product Review (800-1000 words ;  
depending on topic difficulty/length):  
\$1,200-\$1,500**

Includes: One well-researched and professionally written blog post (800-1,000 words) on a nutrition, feeding, food safety, and/or parenting-related topic of your choice. + Inclusion of relevant images or graphics to enhance the visual appeal. + Basic SEO Optimization for improved search engine visibility + any attached/requested links for redirection as warranted

**Written Blog Posts/Product Review (800-1000 words  
/ depending on topic difficulty/post length) + 1 Social Media Static  
Post + 1 Story Feature: \$1,500 - \$2,000**

Includes: One well-researched and professionally written blog post (800-1,000 words) on a nutrition, feeding, food safety, and/or parenting-related topic of your choice. + Inclusion of relevant images or graphics to enhance the visual appeal. + Basic SEO Optimization for improved search engine visibility + any attached/requested links for redirection as warranted+ Social Media Campaign with 1 Social Media Static Post regarding topic + 1 story feature with Blog article link

**Written Blog Posts/Product Review (400-600 words  
/ depending on topic difficulty / post length): \$800-\$1,000**

Includes: One well-researched and professionally written blog post (400-600 words) on a nutrition, feeding, food safety, and/or parenting-related topic of your choice. + Inclusion of relevant images or graphics to enhance the visual appeal. + Basic SEO Optimization for improved search engine visibility + any attached/requested links for redirection as warranted

**Written Blog Posts/Product Review (400-600 words  
/ depending on topic difficulty/post length) + 1 Social Media Static  
Post + 1 Story Feature: \$1,000 - \$1,500**

Includes: One well-researched and professionally written blog post (400-600 words) on a nutrition, feeding, food safety, and/or parenting-related topic of your choice. + Inclusion of relevant images or graphics to enhance the visual appeal. + Basic SEO Optimization for improved search engine visibility + any attached/requested links for redirection as warranted+ Social Media Campaign with 1 Social Media Static Post regarding topic + 1 story feature with Blog article link

	<p><b>Written Blog Posts/Product Review (250-350 words / depending on topic difficulty / post length): \$400-\$600</b></p>	<p>Includes: One well-researched and professionally written blog post (250-350 words) on a nutrition, feeding, food safety, and/or parenting-related topic of your choice. + Inclusion of relevant images or graphics to enhance the visual appeal. + Basic SEO Optimization for improved search engine visibility + any attached/requested links for redirection as warranted</p>	
	<p><b>Written Blog Posts/Product Review (250-350 words / depending on topic difficulty/post length) + 1 Social Media Static Post + 1 Story Feature: \$600 - \$800</b></p>	<p>Includes: One well-researched and professionally written blog post (250-350 words) on a nutrition, feeding, food safety, and/or parenting-related topic of your choice. + Inclusion of relevant images or graphics to enhance the visual appeal. + Basic SEO Optimization for improved search engine visibility + any attached/requested links for redirection as warranted+ Social Media Campaign with 1 Social Media Static Post regarding topic + 1 story feature with Blog article link</p>	
	<p><b>Media Quotes and Testimonials:</b></p>		
	<p><b>Basic Media Quote - \$175</b></p>	<p>Includes: A concise quote (up to 100 words) for media outlets, articles, or blog features. + One round of revisions to ensure the quote aligns with your brand messaging.</p>	
	<p><b>Standard Media Quote - \$300</b></p>	<p>Includes: A more detailed media quote (up to 200 words) suitable for feature articles or interviews.+ Two rounds of revisions to ensure the quote alignment and publication requirements</p>	
	<p><b>Premium Media Quote Package - \$500</b></p>	<p>Includes: Comprehensive media quote (up to 300 words) for in-depth articles or high-profile features. + Three rounds of revisions for precise language and strategic messaging.</p>	

Product Testimonials Pricing Guide:

**Basic Product Testimonial - \$250**

Includes: A concise testimonial (up to 150 words) endorsing a specific product or service. + One round of revisions for minor adjustments.

**Standard Product Testimonial - \$400**

Includes: More detailed testimonial (up to 300 words) highlighting features and benefits. + Two rounds of revisions for clarity and authenticity.

**Premium Product Testimonial Package - \$600**

Includes: Comprehensive testimonial (up to 500 words) showcasing a deep understanding of the product. + Three rounds of revisions for precise language and strategic alignment.

*Bundle Packages:*

**Basic Media Quote + Testimonial + Newsletter Feature Bundle - \$425**

Combines a Basic Media Quote and a Basic Product Testimonial + Newsletter Feature (Page 3 bottom box OR Page 4 Middle Box)

**Standard Bundle - \$725**

Includes a Standard Media Quote and a Standard Product Testimonial + Newsletter Feature (Page 3 bottom box OR Page 4 Middle Box)

**Complete Brand Package - \$1,100**

A Premium Media Quote and a Premium Product Testimonial, ensuring a comprehensive brand representation. (Page 3 bottom box OR Page 4 Middle Box)

*Newsletter Features:*

**Newsletter Feature - Page 2 - top box: \$150**

Includes: Topic briefing and relevant information regarding topic in Baby Food and Fun monthly newsletter ; link access to appropriate information/landing ; Relevant Photo

**Newsletter Feature - Page 2 - middle box: \$125**

**Newsletter Feature - Page 2 - third box: \$100**

[\\*All Paid Affiliations and Affiliate Links are marked appropriately in newsletter. If the featured information does not contain an affiliate link, financial disclaimer and acknowledgement will be available under terms & conditions on Policies page of www.babyfoodandfun.com as well as in disclaimer statement in newsletter email](#)

**Newsletter Feature - Page 3 - top box: \$125**

**Newsletter Feature - Page 3 - middle box: \$100**

*\*Want to run a feature for 2 months in a row?! Let's do it! Take 10% off the total when you agree to a feature for 2 months in a row! \*\*Information should be relevant and appropriate to spread across a 2 month time frame. Baby Food and Fun, L.L.C. reserves the right to decline this discount offer if the Feature requested does not seem fit for this offer.*

**Newsletter Feature - Page 3 - third box: \$75**

**Newsletter Feature - Page 4 - top box: \$100**

**Newsletter Feature - Page 4 - middle box: \$50**

*Add Ons & Specials!*

**Combine a Newsletter Feature + Social Media Feature / Posting : \$500**

\* Includes Newsletter Feature = Page 2 Middle Box OR Page 3 Top Box + 30 second Reel OR 3 Panel Static Posting + 1 Story Feature for Posting + Tagging / Mentions + Highlight

	<b>Combine a Newsletter Feature + Blog Post Feature :</b>	* Includes Newsletter Feature = Page 2 Middle Box OR Page 3 Top Box + 500 word Blog Post Feature and all included	
	<b>Combine a Social Media Posting / Feature + Blog Post Feature : \$1,000</b>	* Includes 30 second Reel OR 3 Panel Static Posting + 1 Story Feature for Posting + Tagging / Mentions + Highlight +500 word Blog Post Feature and all included	
	<b>Combine All 3! = \$1,500</b>	* Includes Newsletter Feature = Page 2 Middle Box OR Page 3 Top Box + 30 second Reel OR 3 Panel Static Posting + 1 Story Feature for Posting + Tagging / Mentions + Highlight +500 word Blog Post Feature and all included	
	<i>Speaking and Interviews</i>		
	<b>30 minute Recorded Interviews (remotely via Zoom, Webex, etc): \$400</b>	<i>Includes: 30 minute recorded interview + 30 minute preparation for ~1 hour total on topic requested; does NOT include editing or a social media feature</i>	
	<b>30 minute Recorded Interview (remotely via Zoom, Webex, etc) + Social Media Feature: \$600</b>	<i>Includes: ~30 minute recorded interview + 30 minute preparation for ~1 hour total on topic requested + 1 Social Media Feature + 1 Story Feature with link to interview recording</i>	
	<b>30 minute Recorded Interview (remotely via Zoom, Webex, etc) + Social Media Feature + Blog Feature (500 words): \$1,000</b>	<i>Includes: ~30 minute recorded interview + 30 minute preparation for ~1 hour total on topic requested + 1 Social Media Feature + 1 Story Feature with link to interview recording + 500 word Blog Posting on topic/interview with link provided</i>	

	<p><b>30 minute Recorded Interview (remotely via Zoom, Webex, etc) + Social Media Feature + Blog Feature (500 words) + Newsletter Feature:</b></p> <p><b>\$1,100</b></p>	<p>Includes: ~30 minute recorded interview + 30 minute preparation for ~1 hour total on topic requested + 1 Social Media Feature + 1 Story Feature with link to interview recording + 500 word Blog Posting on topic/interview with link provided + Newsletter Feature Page 3 Top Box with link to interview / Blog Post</p>	
	<p><b>30 minute Recorded Interviews (in-person):</b></p> <p><b>\$600 + travel expenses as warranted</b></p>	<p>Includes: 30 minute recorded interview + 30 minute preparation for ~1 hour total on topic requested; does NOT include editing or a social media feature</p>	
	<p><b>30 minute Recorded Interviews (in-person) + Social Media Feature:</b></p> <p><b>\$900 + travel expenses as warranted</b></p>	<p>Includes: ~30 minute recorded interview + 30 minute preparation for ~1 hour total on topic requested + 1 Social Media Feature + 1 Story Feature with link to interview recording + 1 Sneak Peak story to build anticipation at time of recording</p>	
	<p><b>30 minute Recorded Interviews (in-person) + Social Media Feature + Blog Feature (500 words):</b></p> <p><b>\$1,200 + travel expenses as warranted</b></p>	<p>Includes: ~30 minute recorded interview + 30 minute preparation for ~1 hour total on topic requested + 1 Social Media Feature + 1 Story Feature with link to interview recording + 1 Sneak Peak story to build anticipation at time of recording + 500 word Blog Posting on topic/interview with link provided</p>	
	<p><b>30 minute Recorded Interviews (in-person) + Social Media Feature + Blog Feature (500 words) + Newsletter Feature:</b></p> <p><b>\$1,300 + travel expenses as warranted</b></p>	<p>Includes: ~30 minute recorded interview + 30 minute preparation for ~1 hour total on topic requested + 1 Social Media Feature + 1 Story Feature with link to interview recording + 1 Sneak Peak story to build anticipation at time of recording + 500 word Blog Posting on topic/interview with link provided + Newsletter Feature Page 3 Top Box with link to interview / Blog Post</p>	
	<p><b>Hourly Rate = \$70 / hour</b></p>	<p>Reviewing literature, education handouts and resources for other healthcare professionals, writing, etc.</p>	

Visibility and Social Accounts:  
Instagram Handle: @babyfoodandfun  
Facebook: Baby Food & Fun

Website: [www.babyfoodandfun.com](http://www.babyfoodandfun.com)

Blog: <https://www.babyfoodandfun.com/blog>

TikTok (least used platform): @babyfoodandfun

*Thank you so much for your consideration in working with Baby Food and Fun, L.L.C.*

*This journey truly is one of dreams <3*

***Jessica Enderle, R.D., L.D.***

*Terms and Conditions:*

All packages require 25% payment upfront. Remainder of payment is due at time of project completion, as decided upon by Baby Food and Fun, L.L.C. and partnering entity.

*All partnerships and transactions are subject to individual contracts, each with its own set of terms. In the event of any variance between individual contracts and this overarching agreement, the terms specified in the signed contract for a specific partnership or dealing shall take precedence.*

*The client is responsible for providing necessary information, images, and any specific requirements for content creation.*

*Content will be created in collaboration with the client to ensure it aligns with their brand and messaging. Content must align with Ethics and Morals of Baby Food and Fun, L.L.C. in providing accurate and science/evidence based information. Baby Food and Fun, L.L.C. will not use or promote messaging that focuses solely on marketing and/or promotes fear-mongering in the nutrition world.*

*\*All paid affiliations and paid partnerships will be clearly marked appropriately on social media platforms and in newsletters / Blog Postings*

*All intellectual property and copyright laws apply. See Baby Food and Fun, L.L.C. Terms and Conditions for additional details*

*Note: Prices are subject to change based on specific client needs and platform requirements. Base rates are subject to change based upon requested content topic, topic difficulty, project turnaround time, and affiliate marketing status.*

*Baby Food and Fun, L.L.C. reserves the right to modify or update these conditions as well as pricing, packages available, products available, and more at any time. In addition, Baby Food and Fun, L.L.C. reserves the right to decline works and/or partnerships as sees fit.*

*Custom packages and bundles are available upon request to meet specific content needs.*

*All rates are subject for negotiation and 'product pairing' for continued work opportunities.*

*I do charge a Usage Rights Fee for Lifetime content use: If planned collaboration/content would like to be used for life, an additional minimum of 15% will be added to base rates\*.*

*Lifetime Usage Rights Surcharge:*

*In the event that the Client wishes to acquire lifetime usage rights for the content produced under this agreement, a surcharge will apply. The surcharge amount shall be determined based on the specific nature of the content, its intended usage, and the exclusivity requested, with a minimum surcharge of 15%.*

*The parties agree to negotiate and mutually agree upon the surcharge amount in writing before the commencement of the project or at a later date as needed. Once agreed upon, the surcharge will be added to the total project cost and outlined in an updated agreement or contract. Lifetime usage rights will only be granted upon full payment of the agreed surcharge.*