

UGC RATES: For New Creators

Single Concept

A SINGLE UGC CONCEPT FOR USE ON ORGANIC OR PAID SOCIAL MEDIA.

\$150 - 200

Additional Hooks/CTAs

ADDITIONAL HOOKS OR CTA'S (START + END) THAT ENABLES BRANDS TO MAKE VARIATIONS.

\$50 EACH

Usage Rights

IF THE BRAND WANTS TO EXTEND THE USAGE RIGHTS BEYOND WHAT YOU INCLUDE IN YOUR BASE RATE.

30-50% BASE RATE

Raw Footage

UNEDITED FOOTAGE (ALL OF YOUR UMS, AHS AND SWEAR WORDS).

30-50% BASE RATE

Whitelisting

ALLOWING THE BRAND TO BOOST A VIDEO FROM YOUR ACCOUNT, WITH BRAND SPEND

30% BASE RATE PER MONTH

How Do You Ugc Rates Usa For Millennials

Kathleen J. Fitzgerald



How Do You Ugc Rates Usa For Millennials:

Recognizing Race and Ethnicity Kathleen J. Fitzgerald, 2023-06-14 This best selling textbook explains the current state of research in the sociology of race ethnicity emphasizing white privilege the social construction of race and the newest theoretical perspectives for understanding race and ethnicity It is designed to engage students with an emphasis on topics that are meaningful to their lives including sports popular culture interracial relationships and biracial multiracial identities and families The fourth edition comes at a pivotal time in the politics of race and identity Fitzgerald includes vital new discussions on race and technology attacks on critical race theory and the teaching of race racism and privilege in schools and ongoing police violence against people of color Prominent attention is given to immigration and the discourse surrounding it policing and minority populations and the criminal justice system Using the latest available data the author examines the present and future of generational change New case studies include athletes and racial justice activism removal of Confederate monuments updates on Black Lives Matter and Native American activism at Standing Rock

New Trends in Marketing and Consumer Science Tarnanidis, Theodore K., Sklavounos, Nikolaos, 2024-05-17 Marketing and consumer science are undergoing a seismic shift propelled by an array of dynamic trends and advancements Technological advancements along with shifting socioeconomic and geopolitical factors have transformed consumer behaviors and preferences in unprecedented ways As a result anticipating emerging trends and adapting strategies accordingly has become essential for success in this dynamic landscape New Trends in Marketing and Consumer Science is the groundbreaking solution poised to revolutionize how academia approaches the study of marketing and consumer science This book offers a roadmap for scholars to navigate the evolving landscape with confidence and foresight while delving into the trends shaping the future of these disciplines From AI and machine learning to sustainability and ethical marketing each chapter provides invaluable insights and practical strategies for addressing the challenges of today and anticipating those of tomorrow

Understanding Media Production Paul Dwyer, 2019-04-30 Using in depth analysis of film TV news and online productions Understanding Media Production shows how media theory helps aspiring producers understand good practice in media production With detailed contemporary examples including Pirates of The Caribbean Game of Thrones Love Island and PewDiePie's letsplay videos Dwyer highlights similarities and differences in the production strategies and styles used for a wide range of media products The book tracks the evolution of these entertainment formats and the emergence of the media businesses which produce them Chapters describe the key production practices associated with each format including single and multi camera filming news reporting three point lighting and gameplay animation They also explain the development of the production roles associated with these content forms directors producers reporters correspondents etc The book goes on to explain how media businesses have used new technologies and production innovations to reduce costs and increase profits resulting in dramatic changes to established production practices and roles By comparing media production across media

industries in the UK and US and illustrating the links between economic sociopolitical and cultural influences on production Understanding Media Production opens up a constructive debate between media practitioners and theorists about key questions of creativity and innovation in production *Information Technology for Management* Efraim Turban,Carol Pollard,Gregory Wood,2025-03-05 Comprehensive coverage of developments in the real world of IT management provides a realistic and up to date view of IT management in the current business environment Information Technology for Management provides students in all disciplines with a solid understanding of IT concepts terminology and the critical drivers of business sustainability performance and growth Employing a blended learning approach that presents content visually textually and interactively this acclaimed textbook helps students with different learning styles easily comprehend and retain information Throughout the text the authors provide real world insights on how to support the three essential components of business process improvements people processes and technology Information Technology for Management integrates a wealth of classroom tested pedagogical tools including 82 real world cases highlighting the successes and failures of IT around the world interactive exercises and activities whiteboard animations for each learning objective high quality illustrations and images boxed sections highlighting various job roles in IT management and giving examples of how readers will use IT in their career as a marketing accounting finance human resource management productions and operations management strategic management or information technology professional or as an entrepreneur and illustrative innovative uses of information technology Now in its thirteenth edition this leading textbook incorporates the latest developments in the field of IT management based on feedback from practitioners from top tier companies and organizations New topics include Network as a Service NaaS hybrid cloud cryptocurrency intent based networking edge analytics digital twin technology natural language generation and many more New How will YOU use IT boxes directly inform students in all majors about how IT will impact their careers Equipping readers with the knowledge they need to become better IT professionals and more informed users of IT Information Technology for Management Thirteenth Edition is the perfect textbook for undergraduate and graduate courses on computer information systems or management information systems general business and IT curriculum and corporate in house training or executive programs in all industry sectors AN INTERACTIVE MULTIMEDIA LEARNING EXPERIENCE This textbook includes access to an interactive multimedia e text Icons throughout the print book signal corresponding digital content in the e text Videos and Animations Information Technology for Management integrates abundant video content developed to complement the text and engage readers more deeply with the fascinating field of information technology Whiteboard Animation Videos help bring concepts to life one for each learning objective throughout the text Real World News Videos support content in every chapter Cutting edge business video content from Bloomberg provides an application of learned content to actual business situations Interactive Figures Charts Tables Appearing throughout the enhanced e text interactive figures process diagrams and other illustrations facilitate the study of complex

concepts and processes and help students retain important information Interactive Self Scoring Quizzes Concept Check Questions at the end of each section provide immediate feedback helping readers monitor their understanding and mastery of the material

The SAGE Handbook of Social Media Marketing Annmarie Hanlon, Tracy L. Tuten, 2022-06-16 Social media marketing has become indispensable for marketers who utilize social media to achieve marketing objectives ranging from customer care to advertising to commerce This Handbook explores the foundations and methodologies in analysing the important aspects of social media for organisations and consumers It investigates critical areas concerning communities culture communication and content and considers social media sales This Handbook brings together the critical factors in social media marketing as the essential reference set for researchers in this area of continued growth It is essential reading for postgraduate students researchers and practitioners in a range of disciplines exploring the area Part 1 Foundations of Social Media Marketing Part 2 Methodologies and Theories in Social Media Part 3 Channels and Platforms in Social Media Part 4 Tools Tactics and Techniques in Social Media Marketing Part 5 Management and Metrics in Social Media Part 6 Ethical Issues in Social Media

Contemporary Tourist Behaviour, 2nd Edition David Bowen, 2022-04-26 This fully updated edition responds to themes emerging over the decade since publication of the first edition and transmits the content into the 2020s The themes include technological change ethical consumption and the tourist response to health risk political instability and other uncertainty Examples are introduced from all parts of the world capturing the explosion of research on tourist behaviour to produce a text that is strong both on theory and practical application This is the go to text for students and academics interested in tourist behaviour both from within the tourism field and from other fields and disciplines

Digital Marketing and Social Media Strategies for Tourism and Hospitality Organizations Ahmet Bulent Ozturk, Murat Hancer, 2022-03-31 Digital marketing and online social media platforms have become the cornerstones to the success of places and accommodation This edited volume investigates the current status of digital marketing and social media utilization by both travellers and service providers and explores future digital marketing and social media research trends

Beyond the Screen Frank A. Aycok, 2025-11-26 Written in an accessible style this book explores the complex future of television across its different industries providing professional producers with key insights and pathways to adapt and prepare By exploring traditional media industries and how they have come to make up today's streaming and broadcasting media world the text provides a detailed discussion of the future of systems programming and television viewing This includes a wide range of topics such as internet protocol television IPTV set top boxes STBs ATSC 3.0 virtual reality VR holographic television and artificial intelligence AI as well as other cutting edge technologies Additionally this book examines the future of content monetization by exploring the new and sometime controversial ways of advertising product placement and search and promotion that will be required to be financially successful in this future television environment Beyond the Screen is an indispensable addition to the library of every television professional academic student

and television viewer who wants to know where this fascinating world of television is heading and what it will take to be successful within it Media Review Digest C. Edward Wall, 1999

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