

# AUDIENCE SIZE

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**WEB USERS**  
450k Users/Month



**EMAIL SUBSCRIBERS**  
23k

## SOCIAL MEDIA FOLLOWERS



Notjustok IG - 2.2m  
Notjustokmusic\_IG - 52k



Notjustok TV, Youtube - 302k



Official Notjustok, TikTok - 112k



Notjustok, Facebook - 2.3m



Notjustok, on X/Twitter - 355k

# IG SPOTLIGHT POST

**BEST FOR: ARTISTS WHO WANT A QUICK NOTJUSTOK SHOUTOUT OR ARE TESTING US FOR THE FIRST TIME.**

## IG SPOTLIGHT POST

### What you get:

- 1 IG feed post only
- No Stories, no cross-posts, no report
- Strict rules: One artwork,  
One CTA,  
No revisions except typos

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### INVESTMENT:

**\$170 OR N220,000**

## BOOKINGS & INQUIRIES

**Call / WhatsApp: +234 812 348 9123**

All packages focus on visibility and placement to our audience.  
We do not guarantee specific numbers of streams, ticket sales, or followers.

# FOR SONG / SINGLE LAUNCHES

## MINIMUM LAUNCH BLAST

- 1 IG Post on @notjustok
- 2 IG Story sets
- Basic performance stats after the push

**Bonus:**

- 1 X post

**INVESTMENT:**

**N361,000 (approx. \$250)**

## MINIMUM LAUNCH BLAST + WEB SPOTLIGHT

- 1 IG Post on @notjustok
- 2 IG Story sets
- Basic performance stats after the push
- Web Spotlight on NotJustOk.com

**Bonus:**

- 1 X post

**INVESTMENT:**

**N505,400 (approx. \$350)**

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# FOR SONG / SINGLE LAUNCHES

## SONG LAUNCH SPRINT

**What you get:**

- 3 IG feed posts
- 7 IG Story sets
- New Music Friday Listing
- Basic performance report

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**Bonus:**

- 1 TikTok post
- 1 Facebook post
- 1 X post

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**INVESTMENT:**

**N1.3M (approx. \$900)**

### **BOOKINGS & INQUIRIES**

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# FOR LIVE SHOWS & EVENT

## PERFORMANCE SPOTLIGHT

What You Get (Per Performance):

- 2 IG feed Posts on @notjustok
- Up to 15 IG Story frames

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**INVESTMENT:**

**N866,400 (approx. \$600)**

## BOOKINGS & INQUIRIES

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# NOTJUSTOK – RESIDENT ARTIST RETAINER

FOR LABELS, LABEL SERVICES, AND PR TEAMS  
WHO WANT ONGOING PRESENCE FOR PRIORITY ARTISTS

## RESIDENT ARTIST RETAINER

### What you get:

- 4 IG feed posts
- 8 IG Story sets
- New Music Friday Listing
- Songs You Should Listen to This Week
- Priority scheduling

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### Multi-platform support (quantified)

- 2 TikTok posts per month on our TikTok
- 2 Facebook posts per month on our FB page
- 2 X posts per month on our X account

We use your strongest content each month across these

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### INVESTMENT:

**N2.2m/month**  
**(approx. \$1,500 per month)**

Simple, flat monthly retainer for labels and PR teams who want an artist visible every month, not just at launch.

### BOOKINGS & INQUIRIES

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# IG SPOTLIGHT PR PACK

BEST FOR: PR AGENCIES / LABELS WHO WANT MULTIPLE @NOTJUSTOK POSTS ACROSS THEIR ROSTER OR CAMPAIGN CALENDAR.

## IG SPOTLIGHT PR PACK

### What you get:

- 1 IG feed post only
- No Stories, no cross-posts, no report
- Strict rules: One artwork,  
One CTA,  
No revisions except typos

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### INVESTMENT:

- **\$130 OR N180,000** per post
- **Minimum 4 posts**  
**\$520 OR N720,000**

\* Validity: 60 Days

## BOOKINGS & INQUIRIES

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# **PR PARTNER PACKS – MINIMUM LAUNCH BLAST**

**FOR PR TEAMS WHO WANT BLASTS BUNDLED  
ACROSS MULTIPLE CAMPAIGNS**

## **PR PARTNER for Minimum Blast**

### **PR Pack XS – 3 Blasts**

**INVESTMENT:**

**N960,000**

**(approx. \$670)**

**- Validity: 3 months**

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### **PR Pack S – 6 Blasts**

**INVESTMENT:**

**N1,800,000**

**(approx. \$1,250)**

**- Validity: 6 months**

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### **PR Pack M – 12 Blasts**

**INVESTMENT:**

**N3,360,000**

**(approx. \$2,330)**

**- Validity: 9 months**

### **BOOKINGS & INQUIRIES**

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# **PR PARTNER PACKS – MINIMUM LAUNCH BLAST + WEB SPOTLIGHT**

## **PR PARTNER for Minimum Blast + Web Spotlight**

### **PR Pack XS + Web – 3 Blasts**

**INVESTMENT:**

**N1,306,200**

**(approx. \$905)**

**- Validity: 3 months**

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### **PR Pack S + Web – 6 Blasts**

**INVESTMENT:**

**N2,492,400**

**(approx. \$1,730)**

**- Validity: 6 months**

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### **PR Pack M + Web – 12 Blasts**

**INVESTMENT:**

**N4,744,800**

**(approx. \$3,290)**

**- Validity: 9 months**

#### **BOOKINGS & INQUIRIES**

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# **PR PARTNER PACKS – SONG LAUNCH SPRINTS**

**BEST FOR ROSTERS WHERE YOU WANT MULTIPLE  
SINGLE CAMPAIGNS LOCKED IN AHEAD OF TIME.**

## **PR PARTNER PACKS For SONG LAUNCH SPRINTS**

### **PR Pack S – 3 Sprints**

**INVESTMENT:  
N3,450,000  
(approx. \$2,390)**

**- Validity: 6 months**

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### **PR Pack M – 6 Sprints**

**INVESTMENT:  
N6,300,000  
(approx. \$4,362)**

**- Validity: 9 months**

### **BOOKINGS & INQUIRIES**

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of streams, ticket sales, or followers.**

# NOTJUSTOK – LIVE TAKEOVER

## What You Get (Per Event)

- 4 IG feed posts during event window
- 20 IG Story frames through the night
- 1 IG Live segment (saved as replay)
- 1 recap Reel within 24–72 hours
- 10–15 edited vertical clips for your channels
- Basic performance report

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**INVESTMENT:**

**N4,332,000 per event**  
(approx. \$3,000 per event)

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