

# Ad Usage & Whitelisting - Terms & Information

## What is Ad Usage?

Ad usage (sometimes called “paid usage rights” or “boosted content”) refers to when a brand uses your content in paid advertising—on Meta Ads, TikTok, YouTube, Pinterest, Google, etc.

If you’ve created UGC, the brand owns the content, but unless specified, they do not automatically have the right to use your likeness, name, or account in paid ads. That’s where usage terms come in.

## What is Whitelisting?

Whitelisting means giving a brand permission to run ads using:

- Your content (images or video)
- Your name, face, voice, and/or likeness
- Optional: Access to your social account via the platform’s branded content tools (e.g., Meta’s Collab Ads or TikTok Spark Ads)

This significantly increases the value of your content, especially if you have good engagement or a personal brand presence.

## My Terms (Example for Steffany Collette Creative):

### **Included in Base UGC Packages:**

- Organic use on your brand’s owned platforms (social media, email, blog)
- Usage for the length of the agreed time (typically 3–12 months)
- Option to renew or upgrade usage after expiry

### **Not Included Unless Specified:**

- Paid ads across any platform (including boosted posts)
- Whitelisting using my name, likeness, or account
- Use of content in print campaigns, billboards, or other media

# Ad Usage & Whitelisting Rates

*(These are examples based on industry standards in the UK and your current experience level)*

Tier	What's Included	Price
Ad Usage (3 months)	Paid ads on 1 platform	£75
Ad Usage (6 months)	Paid ads on 1–2 platforms	£125
Ad Usage (12 months)	Paid ads on up to 3 platforms	£195
Whitelisting / Spark Ad access	Usage of my name/profile/account in ads	Starts at £150 (POA for longer terms)

*Bundle discounts available for campaigns. Please enquire for custom terms.*

## Ad Usage Timeframe

Usage rights begin from the delivery date of the content. Extensions or renewals can be discussed if needed. If content is used beyond the agreed term, additional fees may apply.

## Non-Negotiables

- Ad usage must be agreed in writing.
- Content cannot be used for paid advertising unless usage rights are purchased.
- I reserve the right to decline whitelisting based on brand alignment or usage terms.

For more information, go to [\*www.steffanycollette.com\*](http://www.steffanycollette.com)