

## RATE CARD 2025

# Annisa Steviani

CFP<sup>®</sup>, AEPP<sup>®</sup>



Annisa Steviani is a proud mother of one.

She brings a decade of **experience** as a lifestyle journalist, author, and content creator.

With 11 years in **financial planning**, she is a Certified Financial Planner, Estate Planning Practitioner, and certified coach.

She is deeply passionate about **family finances**, **parenting**, and **empowering women**.

### LET'S COLLABORATE!

Reach out to:  
[hi@annisast.com](mailto:hi@annisast.com)  
0812-9887-5074 (Tara)

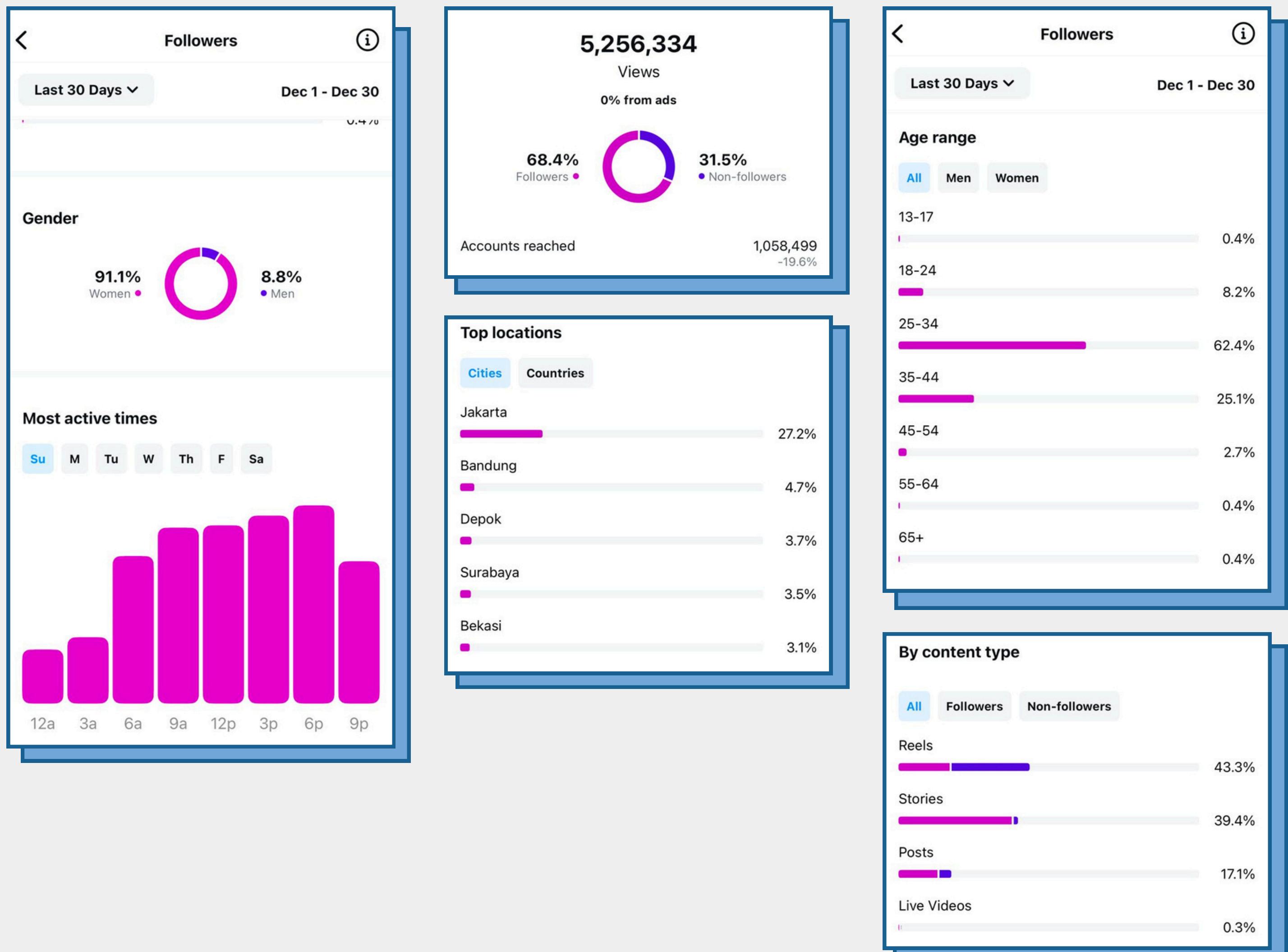
# Instagram Insights



annisast  Following Message  ...

2,389 posts 260K followers 1,667 following

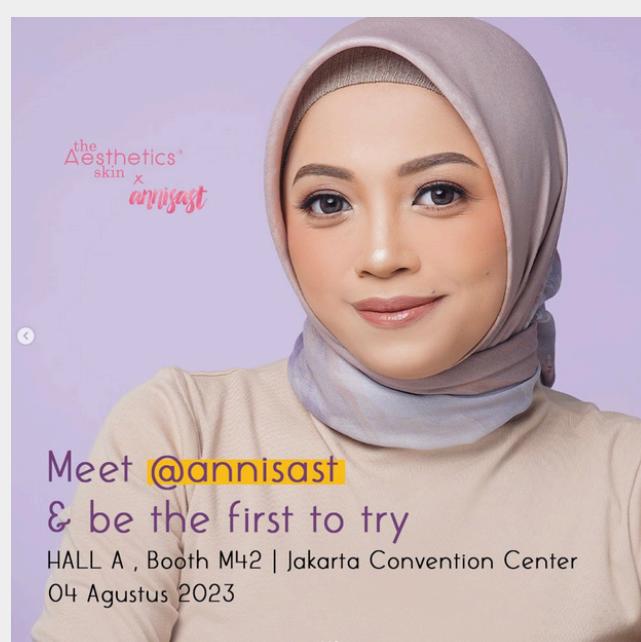
**Annisa Steviani**  
Financial planner  
Certified Financial Planner-CFP®  
🌙 Bantu perempuan melek finansial, berdaya, & percaya diri ❤️ @memutusrantai 🌸  
✨ ... more  
🔗 [msha.ke/annisast](https://msha.ke/annisast)



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# Past Events & Partners



and many more...

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# Social Media Campaign

## INSTAGRAM

Feed Single post	Rp10.000.000
Feed Carousel (max. 10 slides)	Rp15.000.000
Story:	
• Single post	Rp3.000.000
• Story telling (min. 4 stories)	Rp10.000.000
• Additional link on story	Rp1.500.000
• Link on bio	Rp2.000.000/week
Videos or Reels	Rp15.000.000
Reels mirror to Tiktok	Rp17.000.000
Invite collaborator	add on 30% from rate
Paid partnership tag/ads boosting	add on 50% from rate/month

## TIKTOK

Single video	Rp3.000.000
"Yellow cart" add on	Rp500.000
Boost ads	add on 50% from rate/month

## TWITTER

Single post	Rp1.500.000
Thread (max. 10 tweets)	Rp10.000.000
Add photo	Rp1.000.000/photo

## BLOG POST

Single article	Rp6.000.000
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## ADDITIONAL CHARGE

Photo with kid	Rp1.500.000
Video with kid	Rp2.500.000
Event with kid	Rp2.000.000

# Guest Speaker & Event

(Rates do not include KPI for participants)

## TALKSHOW/PODCAST

Guest speaker **without** a slide deck.  
Max. 2 hours.  
Incl. 1x IGS event poster provided by client  
**without** any additional brief & insight.

Rp10.000.000 (online)  
Rp15.000.000 (offline)

## PRESENTATION SESSION

Guest speaker **with** a slide deck.  
Max. 2 hours.  
Incl. 1x IGS event poster provided by client  
**without** any additional brief & insight.

Rp15.000.000 (online)  
Rp20.000.000 (offline)

## INSTAGRAM LIVE

Max. 1 hour.  
Incl. 1x IGS event poster provided by  
client **without** any additional brief &  
insight.

Rp10.000.000 (online)  
Rp15.000.000 (offline/studio)

## KULWAP/TELEGRAM

Guest speaker via WhatsApp/Telegram.  
Max. 2 hours.  
Incl. 1x IGS event poster provided by client  
**without** any additional brief & insight.

Rp15.000.000

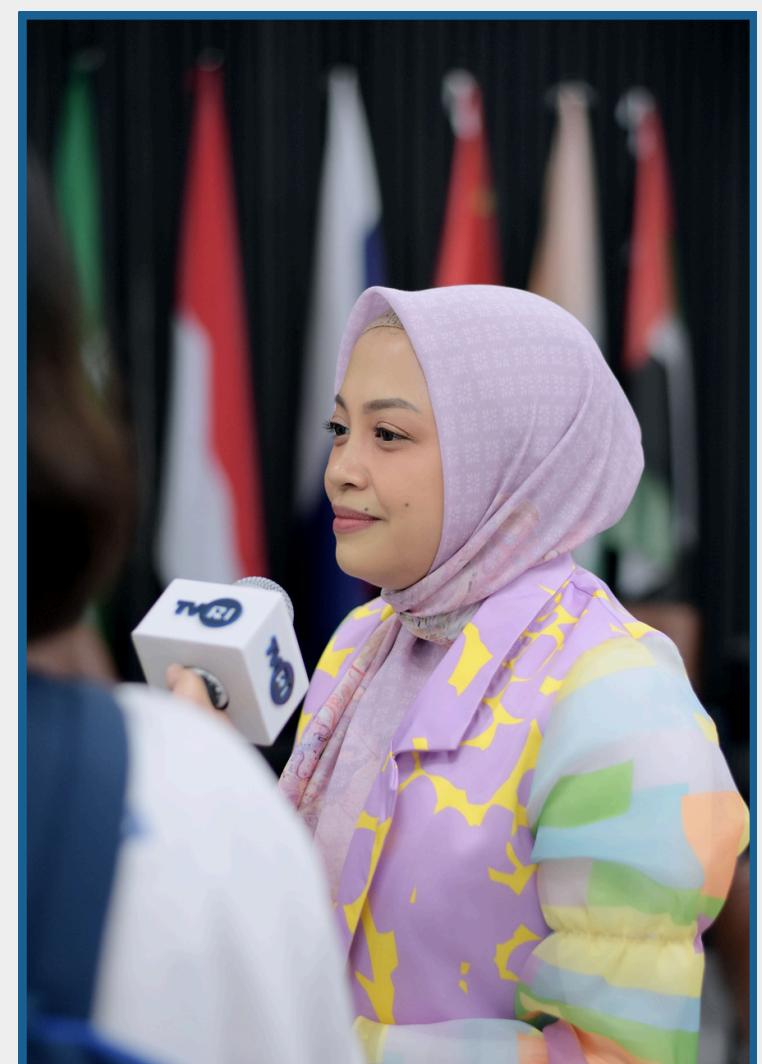
## MODERATOR

Moderator/MC/hosting for live streaming/webinar.  
Max. 2 hours.  
Incl. 1x IGS event poster provided by client  
**without** any additional brief & insight.

Rp8.500.000 (online)  
Rp13.500.000 (offline)

# Attendance & Talent Shoot

(Rates do not include KPI for participants)



## ATTENDANCE

Forum Group Discussion (FGD)	<b>Rp5.000.000/hour</b>
JADETABEK	<b>Rp5.000.000</b>
Bogor	<b>Rp6.000.000</b>
Bandung	<b>Rp7.000.000</b>
Outside JADETABEK	<b>subject to discuss</b>

\*All rates outside Jakarta exclude transport (airplane or train) and accommodation for 2 pax.

\*\*The airline is preferably Garuda Indonesia and a minimum 4-star hotel.

\*\*An additional 50% of the cost will be charged for trips requiring more than two days.



## TALENT PHOTO/VIDEO SHOOT

Offline shoot max. 8 hours **Rp20.000.000**

(Jakarta only)

Extra hour **Rp1.000.000/hour**



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# Frequent Topics to Share:

## FINANCE

Family and personal/family finance with mindfulness approach as Certified Financial Planner (CFP, AEPP)

## PARENTING

3 years experience as Senior Editor in parenting media, author of parenting book "Susahnya Jadi Ibu"

## WOMAN

Women's empowerment, gender equality, and related subjects in that area.

# Terms & Conditions:

## BRIEF & AGREEMENT

- The client or agency must provide the agreement before the event or posting date.
- A detailed brief, script, for the campaign is required. We only accept 1x revision if any point on the brief is missed; **NO BRIEF CHANGE AFTER PRODUCTION STARTS.**
- Questions for 'Guest Speaker' engagements must be submitted at least one day in advance.

## RATE

- Full payment must be made in advance before the event. A 50% down payment is allowed with a MoU, including a clause for a Rp500,000 daily charge if the fee exceeds the agreed date.
- The quoted rate excludes tax, which is the client's responsibility.
- The rate is fixed and non-negotiable.
- Event rates cover one meeting; additional meetings will cost Rp500,000 per hour.