

AD PLATFORM COSTS

What it costs to run your video ad, platform by platform

Estimates as of October 2026. Every platform prices ads by auction, so actual costs depend on your audience, season and competition. You set your own budget and pay the platform directly. Ad spend is separate from the cost of your video.

Platform	Minimum to start	Realistic first test	Typical cost
Meta (Facebook & Instagram)	About \$1–5/day	\$20–50/day for 1–2 weeks	~\$10–13 per 1,000 views Under \$1 per click
Nextdoor	No set minimum	\$3, \$5 or \$10/day plans (\$93–\$310 per month)	~\$20 per 1,000 views \$2.50–5 per click
TikTok	\$50/day per campaign (\$20/day per ad group)	\$50+/day	Varies by auction
Reddit	\$5/day	\$5+/day	\$3–9 per 1,000 views \$0.50–2.50 per click
Google Ads (incl. YouTube)	About \$10/day	\$10+/day	3–30¢ per video view
Pinterest	No set minimum	\$10–50/day	~\$3–9 per 1,000 views ~50¢–\$1.40 per click

Where to start: Meta or Nextdoor have the lowest barrier to entry. A first-month test of **\$150–300** is usually enough to see what works before spending more.

Custom short-form video ads for as little as \$300

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Figures are compiled from platform help pages and published 2026 industry benchmarks, and are approximate. Platform minimums and pricing change; check each platform's ads manager for current numbers. Jen Rog Creative does not manage ad buys.