

DIRTY POTATO

CRAVEABLE COMFORT FOOD YOU CAN MAKE TONIGHT

A hands-only recipe creator. Crispy, cheesy, loaded builds — full recipe in the caption.

710K	83M	23.7M	6.7M
FOLLOWERS	TOP 15 VIEWS	TOP VIDEO	TIKTOK LIKES

Nine videos past four million views.

THE PROOF

OUR MOST-WATCHED BUILDS

"If you can be anything, be a potato"	23.7M
Buffalo build — "It is fire"	7.9M
Bacon build — "So we're back to this now?"	6.5M
Sweet build — "Making sweet things happen"	6M

THE AUDIENCE

710K+ FOOD LOVERS, ACROSS FOUR PLATFORMS

TikTok	513K
Facebook	167K
Instagram	29K
YouTube	1K



Instagram — 62% women, mostly 35–44, 88% US

TikTok — 68% women

PARTNERSHIP

WHAT A BRAND GETS

Sponsored feature

Your product or restaurant in front of 710K+ food lovers — produced like a 15-second cinematic spot, not a phone-held ad.

Story + reel combo

Polls, taste-test stories and a pinned reel for the launch window.

Posting 3–4 builds a week across TikTok, Facebook and Instagram.

RATES

CONFIRMED — AS PUBLISHED ON DIRTYPOTATO.CO/ADVERTISE

Local One short restaurant feature, sponsored and labeled.	$500
Spud Drop One sponsored build — TikTok, cross-posted to Facebook + Instagram Reels. One script review, 7-day report.	$750
Loaded Series Three themed builds, all platforms. Report after each post.	$1,950
Spud Partner One build a month for a full quarter. Recurring placement, priority scheduling, monthly review.	$2,000 / mo
Made For You Video for a brand's own channels / licensing. Paid usage +30% per 30 days. Exclusivity on request.	Quote

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