



REAL GEAR. REAL TRAILS. REAL ARIZONA BACKCOUNTRY.

Overland AZ is Josh — an Arizona-based dad of three and lifelong gearhead — documenting Arizona's backroads for more than a decade across three rigs: Clifford (2015 JKU), Landy (2006 LR3) and the Turtleback Expedition trailer. Every product is installed, used and reviewed on those rigs.

99K

Instagram followers

3.7K

YouTube subscribers

342K

YouTube views, 129 videos

10+ YRS

Creating overland content

REELS • LAST 90 DAYS

6.3% engagement rate

TOP AUDIENCE

81% age 25–54 • 85% male

FACEBOOK FOLLOWERS

11K • @OverlandAZ

WHERE THEY ARE

Largest market: United States • #1 city: Phoenix, AZ

WHAT I MAKE



Cinematic films

Story-driven trail films with your product in the adventure.



Installs & reviews

Hands-on installs and long-term reviews by someone who turns his own wrenches.



Reels & UGC

Vertical video for my channels, or yours and your ads.



Photography

Lifestyle and product stills, shot in the field or in the OAZ studio.

CURRENT PARTNERS

KC HiLiTES · Taruca USA · ICECO · MORRFlate · WattCycle · Lensun Solar · Devos Outdoor · Gobi Racks · Veritas Vans · Wolfbox

À LA CARTE RATES

DELIVERABLE	DETAILS	STARTING AT
Reel	Instagram, cross-posted to Facebook & YouTube Shorts	\$600
Instagram Story set	3 frames with link sticker	\$200
YouTube integration	60–90 sec segment in a video	\$400
Dedicated YouTube video	Full install or long-term review	\$1,500
UGC video	Delivered to your team, not posted	\$500
Photo set	10 edited stills	\$600
Trip report feature	Your product in a real trip on overlandaz.net, with link & code	\$300
Event / rig display	Per day, plus travel	\$750

Rates in USD and exclude the product itself, which is provided separately. Packages on the next page bundle these at a discount.

PACKAGES

OVERLAND AZ • 03

STARTER

TRAIL TESTED

\$900

per campaign

- 1 Reel
- 1 Story set with link
- 5 edited photos
- Partner page listing with your code

Best for product launches and first-time partners.

RECOMMENDED

FULL BUILD FEATURE

\$2,600

per campaign

- 1 Reel
- 1 Story set with link
- 10 edited photos
- Partner page listing with your code
- 1 dedicated YouTube install or review
- 1 trip report feature on overlandaz.net

Best for hero products that deserve the full story.

ONGOING

SEASON PARTNER

\$1,750

per month · 3-mo minimum

- 2 Reels per month
- 1 Story set per month
- 10 edited photos per quarter
- Partner page listing with your code
- 1 dedicated YouTube video per quarter
- 1 trip report feature per quarter

Best for brands that want to be part of the build.

ADD-ONS

Paid usage / whitelisting **+30% per 30 days**

Category exclusivity **+25% per 90 days**

Raw footage **+40%**

Rush delivery (within 14 days of product arrival) **+25%**

TERMS

Every Reel is cross-posted to Instagram, Facebook and YouTube Shorts.

50% deposit to book, balance on delivery.

Product ships separately and is kept for long-term review.

Brands may reshare all content organically. Paid ad usage is licensed separately.

Revisions are scoped per project, since reshoots often mean returning to a specific location.

Timelines are set per project, based on the locations and conditions the shoot calls for.



LET'S BUILD SOMETHING.

Every package can be tailored. Tell me about the product and what you want out of it, and I'll put together a quote.

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