

Cost Estimation for Brandly

LLM Cost

LLM Used: Gemini Flash 2.5 Lite (Through Google Vertex AI)

Input Type	Standard Price (/1M tokens)	Batch API Price (/1M tokens)
Text, Image, Video	\$0.10	\$0.05
Audio	\$0.30	\$0.15

Output Type	Standard Price (/1M tokens)	Batch API Price (/1M tokens)
Text Output (Response and Reasoning)	\$0.40	\$0.20

Input Tokens per Prompt:

Number of Input Tokens per prompt: 20-100 (depending upon how elaborate prompt is). On average, let's assume 60 tokens per prompt (overestimating for security).

Output Tokens per Prompt:

The generator was tested on 10 prompts, and the number of output tokens were:

221, 189, 233, 231, 142, 165, 343, 288, 310, 167

Average number of output tokens per post: 228.9

Overestimates to **250 output tokens per prompt.**

Input Tokens per prompt	Output Tokens per prompt
60	250

For 30 posts,

Input tokens: **1800**

Input Cost: \$0.00018

Output Tokens: 7500

Output Cost: \$0.003

Total Cost for Post generation for 30 posts: \$0.00318