

# Postal And Email Rate Card

## Postal Inventory & Base Pricing

13,280,413 Postal Addresses	\$120/M
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## Postal Volume Pricing

75,000-99,999	\$110/M
100,000-249,999	\$95/M
250,000-499,999	\$80/M
500,000-999,999	\$65/M
1,000,000 +	\$50/M

## Output Options for Postal List Rental

File Transfer Protocol (FTP)	No Charge
Email File Attachment	\$100/File
Title Slug	No Charge
ZIP + 4/CASS Certification	No Charge
NCOA (National Change Of Address)	No Charge

## Email Inventory & Base Pricing

8,121,383 Email Addresses	\$120/M
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## Email Volume Pricing

75,000-99,999	\$110/M
100,000-249,999	\$95/M
250,000-499,999	\$80/M
500,000-999,999	\$65/M
1,000,000 +	\$50/M

## Delivery & Fulfillment Includes

Campaign Setup (HTML and Text Version)
Image Hosting
Tests to Seeds
Click-through URL Tracking (unlimited)
Real-time Online Reporting

## Digital Marketing Campaign Pricing

Sponsored Scholarship Listing \$1.50-\$2.50/cpc
Lead Generation Campaign \$5-\$30/cpl
Scholarships.com Display Advertising \$50/cpm
Social Media Display Advertising \$100/cpm
Social Media Data Onboarding \$100/cpm
Social Media Marketing \$1.50-\$2.50/cpc

## Selects

Geographic	Select Fee
ZIP Code/SCF	\$10/M
County	\$10/M
State	\$10/M
Country/International	\$10/M

Demographic	Select Fee
Academic Majors	\$10/M
ACT/SAT/GED Score	\$10/M
Age/DOB	\$10/M
Art/Music/Theater Abilities	\$10/M
Athletic Abilities	\$10/M
Class Rank	\$10/M
College Attending	\$10/M
College Intending	\$10/M
Disabilities	\$10/M
Employer Information	\$10/M
Enrollment Status	\$10/M
Ethnicity	\$10/M
Financial Need	\$10/M
Gender	\$10/M
Grade Point Average (GPA)	\$10/M
Honors Society/Organization	\$10/M
Hotline	\$10/M
Household Income	\$10/M
Marital Status	\$10/M
Organization Member	\$10/M
Parent of Student	\$10/M
Race	\$10/M
Recency	\$10/M
Religion	\$10/M
Year In School	\$10/M
Telephone Landline/Mobile	\$100/M

## Additional Information

Same Day Service	No Charge
Email Rush Fee	No Charge
Merge/Purge Suppression	\$200 Flat Fee
Creative Split Surcharge	\$500 Each (after first two)
PURLs (Personalized URLs)	\$750 Flat Fee
Unsubscribe Processing	\$750 Flat Fee
Delivery Time	Immediate Upon Approval
Net Name/Run Charge	Please Inquire
Annual/Unlimited Usage	Please Inquire
Data Purchase	Please Inquire
Payment Terms	Net/30 Approved Clients
Opt-In Policy	Verified Opt-in
Counts Updated	Daily (Real Time)
Minimum Order Quantify	10,000
Cancellation Policy	All postal orders are non-cancelable after delivery of the data file. All email orders are non-cancelable once email tests have been deployed.

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