Founded in 1998, Scholarships.com has helped students find money for college as well as learn about the entire financial aid process. We are among the most widely-used and trusted free college scholarship search and financial aid information resources on the Internet and have been recognized by high schools, colleges and universities nationwide. We've built solid relationships with colleges and universities across the country and want to provide students with the opportunity to not only find free money for college and interact with prospective colleges but to be recruited as well. There's no better place to reach and engage with a global audience of dedicated students, families and educators.

FEATURED ON:

- CNN
- abc NEWS
- MSNBC
- Forbes
- CBS

REACH:

- 21M Monthly Ad Impressions
- 654K Monthly Unique Visitors
- 4.4M Monthly Page Views
- 4.79 Average Page Views Per Visit
- 4:38 Average Minutes Per Visitor

TRAFFIC:

- 60.32% Desktop
- 2.6M Monthly Page Views
- 5.4 Average Pages Per Visit
- 5:27 Average Minutes Per Visit

- 34.63% Mobile
- 1.8M Monthly Page Views
- 3.73 Average Pages Per Visit
- 3:12 Average Minutes Per Visit

- 5.05% Tablet

For more information contact: bizdev@scholarships.com or call 847.572.8118
# Digital Audience Profile

<table>
<thead>
<tr>
<th>Audience Demographics</th>
<th>% of Comp.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Females</td>
<td>68%</td>
</tr>
<tr>
<td>Males</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>22%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>20%</td>
</tr>
<tr>
<td>Asian</td>
<td>9%</td>
</tr>
<tr>
<td>Native American</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Age Group</strong></td>
<td></td>
</tr>
<tr>
<td>Age 13 - 18</td>
<td>6.4%</td>
</tr>
<tr>
<td>Age 19 - 24</td>
<td>32.5%</td>
</tr>
<tr>
<td>Age 25 - 35</td>
<td>48.4%</td>
</tr>
<tr>
<td>Age 36+</td>
<td>12.7%</td>
</tr>
<tr>
<td>Gen X</td>
<td>2%</td>
</tr>
<tr>
<td>Millennials/Gen Y</td>
<td>17%</td>
</tr>
<tr>
<td>Gen Z</td>
<td>83%</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Level of Education</strong></td>
<td></td>
</tr>
<tr>
<td>High School</td>
<td>2.9%</td>
</tr>
<tr>
<td>College</td>
<td>26.9%</td>
</tr>
<tr>
<td>College Graduates</td>
<td>65%</td>
</tr>
<tr>
<td><strong>Top 5 Geographies</strong></td>
<td></td>
</tr>
<tr>
<td>Texas</td>
<td>10.7%</td>
</tr>
<tr>
<td>California</td>
<td>10.4%</td>
</tr>
<tr>
<td>Florida</td>
<td>6.8%</td>
</tr>
<tr>
<td>New York</td>
<td>4.6%</td>
</tr>
<tr>
<td>Illinois</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

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121K follows  5,300 followers  51.6K followers

For more information contact: bizdev@scholarships.com or call 847.572.8118
Let us connect you with millions of users that visit our pages every month. Get in the spotlight and reach our highly engaged members and users through integrated, multichannel ad placements. Our team will help you create, implement and execute a digital campaign that targets your desired audience. You can expand your reach and extend your exposure with the following featured selections:

COST PER CLICK
- SPONSORED SCHOLARSHIP SEARCH RESULTS
- TARGETED TEXT PLACEMENTS

LEAD GENERATION
- TARGETED INTERSTITIAL PAGES
- TARGETED CO-REGISTRATION PAGES

DISPLAY ADS

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DIGITAL MARKETING

COST PER CLICK SPONSORED SCHOLARSHIP SEARCH RESULTS AND TARGETED TEXT PLACEMENTS

We know our audience, which will help increase your traffic. Engage and connect with your desired audience with content integration, such as a sponsored scholarship search results and targeted text placements which are placed throughout the scholarship matches and college search pages. Get greater prominence by having your messaging appear at the top of the search results - seen first by Scholarships.com users.

Sponsored Text Link Specs

Sponsored Text Link Ads - Small
10 words (approximately)/55 characters (approximately)

Sponsored Text Link Ads - Large
25 words (approximately)/130 characters (approximately)

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LEAD GENERATION

Our audience relies on our proprietary tools and trusted content to get the answers and advice they need for college. Deliver impactful brand messaging to qualified audiences by embedding your logo and message contextually in the profile completion process. Either through targeted interstitial pages or targeted co-registration ads, the lead generation option allows you to brand your messaging by adding a logo and additional information about your campaign.

- **LEAD GENERATION - TARGETED INTERSTITIAL PAGES**
  
  Interact daily with our followers to increase awareness of your brand and create meaningful dialogue where they actually are. Get larger real estate for your messaging through natural-flow, full-screen interstitial pages, which grabs user's attention while boosting conversion rates.

- **LEAD GENERATION - TARGETED CO-REGISTRATION PAGES**
  
  To help you deliver a more relevant message to your targeted audience, Scholarships.com offers the ability to target and reach students where they have volunteered rich demographic and user information during the co-registration path. Scholarships.com will help you customize your landing page, craft a compelling offer and select qualifying questions to further enhance the quality of your leads.

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**TARGETED INTERSTITIAL PAGES**

**TARGETED CO-REGISTRATION PAGES**

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**Lead Generation Specs**

**Lead Generation Targeted Campaigns - Small**

75 words (approximately)/400 characters (approximately)/logo 125x125 pixels

**Lead Generation Targeted Campaigns - Large**

150 words (approximately)/1000 characters (approximately)/logo 125x125 pixels

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DISPLAY ADS

Scholarships.com’s students trust and turn to us, and they’ll turn to you. You can target our audience through run-of-site banner advertising or feature your campaign via standard skyscrapers, leaderboard, mobile leaderboard and any other ad size and shape. Your logo appears on the Scholarships.com homepage so it is seen by all members and visitors. Select the ad format and pricing options that fit your marketing goals.

COST-PER-CLICK (CPC)
Ideal for driving traffic to your website or generating leads. Pay when people click on your ad.

COST-PER-1,000 IMPRESSIONS (CPM)
Ideal for increasing brand awareness and visibility. Pay by the thousands for ad views.

Display Graphic Specs

- Display Graphic Ad Unit - Leaderboard
  728x90 pixels

- Display Graphic Ad Unit - Medium Rectangle
  300x250 pixels

- Display Graphic Ad Unit - Skyscraper
  Range from 120x600 pixels to 160x600 pixels

For more information contact: bizdev@scholarships.com or call 847.572.8118
With a premier email marketing sponsorship, you will be at the forefront of over 900,000 opted-in recipients in our weekly Newsletters, New Scholarships and Scholarship Deadlines emails. By being strategically within our emails, you can further demonstrate your leadership and generate leads with customized, dedicated, single-advertiser emails.

**EMAIL NEWSLETTERS/NEW SCHOLARSHIP EMAILS/ DEADLINE EMAILS & DEDICATED EMAILS**

Email Specs

**Email Newsletter**
Text ads embedded in regularly deployed scholarships.com newsletter, new scholarships, and scholarship deadline emails.

Dedicated Email Specs

**Dedicated Email Deployment**
Standard HTML email creative, client supplied.

For more information contact: bizdev@scholarships.com or call 847.572.8118
Access and connect with over more than 181.4K Scholarships.com social media fans - one of the most loyal communities of students who are committed and passionate about creating a better future for themselves. Our dedicated readership is eager to discuss our news and opportunities, comment and share our content. We'll support you each step of the way, helping you select the right packages for you and making sure that your campaign showcases the very best of your organization.

**FACEBOOK/INSTAGRAM/LINKEDIN/TWITTER**

Social Media Specs

**Facebook Advertisement**
- Recommended image size: 1200x628 pixels
- Image ratio: 1.9:1
- Text: 90 characters
- Headline: 25 characters
- Link description: 30 characters
- Image should include minimal text 20% text layover or less

**Instagram Advertisement**
- Image size: 1080x1080 pixels
- Image ratio: 1:1
- Caption: Text only, 125 characters recommended

For more information contact: bizdev@scholarships.com or call 847.572.8118