

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

Sponsored Scholarship Listing \$1.50-\$2.50/cpc
Lead Generation Campaign \$10-\$30/cpl
Display Advertising \$50/cpm
Social Media Display Advertising \$50/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.

The Scholarships.com User Data File is a 100% opt-in file of self-reported user demographic information, supplied directly to Scholarships.com by its registered users; high school, college bound and college students, young professionals, young households, workforce, alumni and parents. These highly motivated and proactive consumers are searching the internet for college scholarships and grants, college information, student loans, banking and credit cards, and other financial information. These registered users of Scholarships.com completed a personal profile questionnaire, volunteering rich academic, demographic, geographic and psychographic information, including specific skills, interests, volunteering, social action and more. Their user profiles information is then matched to a proprietary database of college scholarships, grants and other financial aid opportunities for which the user qualifies and should pursue.