

Rate Card for Email, Postal & Digital Campaigns

Postal Base Price

13,280,413	
Postal Addresses	\$120/M

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 Base Price

8,121,383	
Email Addresses	\$120/M

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 - Call for Pricing

Sponsored Scholarship Listing - CPC
Lead Generation Campaign - CPL
Scholarships.com Display Advertising - CPM
Social Media Display Advertising - CPM
Social Media Data Onboarding - CPM
Social Media Marketing - 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	\$500 Flat Fee
Creative Split Surcharge	\$750 Each (per each pair)
PURLs (Personalized URLs)	\$750 Flat Fee
Unsubscribe Processing	\$750 Flat Fee
Personalization	\$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 comprises 100% opt-in, self-reported demographic details provided directly by registered users, including high school students, college-bound individuals, college students, young professionals, households, workforce members, alumni, and parents. These proactive users actively search online for scholarships, college information, student loans, banking, credit cards, and other financial resources. Each user completes a detailed profile questionnaire, sharing academic, demographic, geographic, and psychographic insights, as well as specific skills, interests, volunteer activities, and social actions. This profile data is then matched against Scholarships.com's proprietary database of scholarships, grants, and financial aid opportunities that align with the user's unique qualifications and financial needs.

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