

## Digital, Social Media, Email, Postal Rate Card

\$55/cpm, No Select Charges, No Extras - One Low Price

### Scholarships.com Student File

High School Students, College-Bound Students, College Students, Grad School Students, College Graduates, Parents & Alumni

### ASM Omni Target Audience Marketing Cloud File

Millennials, Generation Z, Generation X, Baby Boomers, Young Workforce, Multicultural & Professionals

## Selects

<b>Geographic</b>	<b>Select Fee</b>
ZIP Code/SCF	No Charge
County	No Charge
State	No Charge
Country/International	No Charge
<b>Demographic</b>	<b>Select Fee</b>
Academic Majors	No Charge
ACT/SAT/GED Score	No Charge
Age/DOB	No Charge
Art/Music/Theater Abilities	No Charge
Athletic Abilities	No Charge
Class Rank	No Charge
College Attending	No Charge
College Intending	No Charge
Disabilities	No Charge
Employer Information	No Charge
Enrollment Status	No Charge
Ethnicity	No Charge
Financial Need	No Charge
Gender	No Charge
Grade Point Average (GPA)	No Charge
Honors Society/Organization	No Charge
Hotline	No Charge
Household Income	No Charge
Marital Status	No Charge
Organization Member	No Charge
Parent of Student	No Charge
Race	No Charge
Recency	No Charge
Religion	No Charge
Telephone Landline/Mobile	\$75 cpm*
Year In School	No Charge

<b>Email Information</b>	<b>Service Fee</b>
Same Day Service	No Charge
Email Rush Fee Keycoding/	No Charge
Data Analytics Merge/Purge	\$250 Flat Fee
Suppression Creative Split	\$250 Flat Fee
Surcharge PURLs	\$250 Each (after 1st two)
(Personalized URLs)	\$500 Flat Fee
Unsubscribe Processing	\$500 Flat Fee
Delivery Time	Immediate Upon Approval Please
Net Name/Run Charge	Inquire
Payment Terms	Net/30 Approved Clients Verified
Opt-In Policy	Opt-in at Scholarships.com
From Line	Scholarships.com
Counts Updated	Daily (Real Time)
Minimum Order Cancellation	\$500
Policy	Email orders are noncancelable upon deployment of email tests.

## Pricing

### Social Media & Digital Campaigns

15,742,215 Onboarded User Data \$55 cpm

### Social Media

Multichannel Marketing  
 Omnichannel Consumer Access  
 Onboard Targeting Data  
 Customer Identity/Look-Alikes Modeling  
 Retargeting  
 Ad Suppression

### Digital Campaigns

Cost Per Click (CPC): \$0.75 - \$5  
 Cost Per Thousand Impression (CPM): \$20-\$50  
 Cost Per Lead/Acquisition (CPL/CPA): \$5-\$25

### Postal Campaigns

10,512,505 Postal Addresses \$55/cpm

### Postal Pricing

75,000-99,999 \$55/cpm  
 100,000-249,999 \$55/cpm  
 250,000-499,999 Call for Pricing  
 500,000-999,999 Call for Pricing  
 1,000,000 + Call for Pricing

### Postal List Rental Output Options

File Transfer Protocol (FTP) No Charge  
 Email File Attachment No Charge  
 Title Slug No Charge  
 ZIP + 4/CASS Certification No Charge  
 NCOA (National Change Of Address) Keycoding/ Data Analytics No Charge  
 Merge/Purge Suppression \$250 Flat Fee  
 Minimum Order \$250 Flat Fee  
 Cancellation Policy \$500 Flat Fee  
 Postal orders are noncancelable after delivery of the data/file.

### Email Inventory & Base Pricing

10,512,505 Email Addresses \$55 cpm

### Email Volume Pricing

75,000-99,999 \$55 cpm  
 100,000-249,999 \$55 cpm  
 250,000-499,999 Call for Pricing  
 500,000-999,999 Call for Pricing  
 1,000,000 + Call for Pricing

### Email Delivery & Fulfillment Includes

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

\*Orders with telephone select priced at \$95/cpm base, telephone select \$75/cpm, all other selects priced at \$10/cpm.