

POSTAL AND EMAIL RATE CARD

POSTAL INVENTORY & BASE PRICING

10,512,505 Postal Addresses \$95/M

POSTAL VOLUME PRICING

75,000 - 99,999 \$85/M
100,000 - 249,999 \$75/M
250,000 - 499,999 \$65/M
500,000 - 999,999 \$55/M
1,000,000 + \$45/M

EMAIL INVENTORY & BASE PRICING

10,512,505 Email Addresses \$95/M

EMAIL VOLUME PRICING

75,000 - 99,999 \$85/M
100,000 - 249,999 \$75/M
250,000 - 499,999 \$65/M
500,000 - 999,999 \$55/M
1,000,000 + \$45/M

DELIVERY & FULFILLMENT INCLUDES

Campaign Setup (HTML and Text Version)
Image Hosting
Tests to Seeds
Click-through URL Tracking (unlimited)
Real-time On-line Reporting
Same Day Service

OUTPUT OPTIONS FOR POSTAL LIST RENTAL

File Transfer Protocol (FTP) \$50/File
Email File Attachment \$50/File
CD/Disk \$50/File
Diskette \$50/File
Keycoding \$10/M
Title Slug No Charge
ZIP + 4/CASS Certification No Charge
NCOA National Change of Address No Charge

The file is a 100% opt-in, consumer provided, self-reported source of students, young adults & parents searching the Internet for college scholarships & grants, education loans & other financial aid information. These registered users are high school, college bound, college & graduate students and parents that complete a personal profile questionnaire volunteering very rich demographic, geographic & psychographic information. This profile, contain-ing specific skills & interests is then matched to a database of college scholarships, grants & student loan consolidation.

This file is an ideal audience for marketers targeting young adult students. The file offers pre & post campaign analytics and practices strict rejection of questionable offers that generate high opt-outs.

SELECTS

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

Demographic

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	\$75/M

ADDITIONAL INFORMATION

Same Day Service	No Charge
Email Rush Fee	No Charge
Merge/Purge Suppression	\$150 Flat Fee
Creative Split Surcharge	\$250 each (after first two)
PURLs (Personalized URLs)	\$500 Flat Fee
Unsubscribe Processing	\$500 Flat Fee
Delivery Time	Immediate on Approval
Net Name/Run Charge	Please Inquire
Payment Terms	Net/60 Approved Clients
Opt-In Policy	Verified Opt-in
Counts Updated	Daily (Real Time)

Minimum Order Quantity	10,000 User Records
Cancellation Policy	Postal orders are non-cancelable after delivery of the data file. Email orders are subject to a cancellation fee of 50% of total cost of order once email tests have been deployed.