

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	No Charge
County	No Charge
State	No Charge
Country/International	No Charge

Demographic

Demographic	Select Fee
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
Year In School	No Charge
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	All postal orders are non-cancelable after delivery of the data file. All email orders are non-cancelable once email tests have been deployed.