



DIGITAL | SOCIAL MEDIA | EMAIL | POSTAL

430 Park Avenue, Suite 3A

Highland Park, Illinois 60035

P: 847.432.4329 | F: 847.572.8088

For count requests: counts@asmomni.com or 847.572.8082

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

Geographic

| | |
|-----------------------|-----------|
| ZIP Code/SCF | No Charge |
| County | No Charge |
| State | No Charge |
| Country/International | No Charge |

Demographic

| | |
|-----------------------------|-----------|
| 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 |

Email Information

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|---------------------------|--|
| Same Day Service | No Charge |
| Email Rush Fee | No Charge |
| Keycoding/Data Analytics | \$250 Flat Fee |
| Merge/Purge Suppression | \$250 Flat Fee |
| Creative Split Surcharge | \$250 Each (after 1st two) |
| PURLs (Personalized URLs) | \$500 Flat Fee |
| Unsubscribe Processing | \$500 Flat Fee |
| Delivery Time | Immediate Upon Approval |
| Net Name/Run Charge | Please 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 | \$500 |
| Cancellation Policy | Email orders are noncancelable upon deployment of email tests. |

Select Fee

Select Fee

Service Fee

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) | No Charge |
| Keycoding/Data Analytics | \$250 Flat Fee |
| Merge/Purge Suppression | \$250 Flat Fee |
| Minimum Order | \$500 Flat Fee |
| Cancellation Policy | 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