



DIGITAL | SOCIAL MEDIA | EMAIL | POSTAL

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# 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 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 Disabilities	No Charge
Employer Information Enrollment Status	No Charge
Ethnicity	No Charge
Financial Need	No Charge
Gender	No Charge
Grade Point Average (GPA) Honors	No Charge
Society/Organization Hotline	No Charge
Household Income	No Charge
Marital Status Organization Member	No Charge
Parent of Student Race	No Charge
Recency	No Charge
Religion	No Charge
Telephone Landline/Mobile	\$75/cpm
Year In School	No Charge

## Email Information

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

ASM, LLC | www.asmdm.com

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