ASM AMERICAN STUDENT MARKETING
EMAIL • SOCIAL MEDIA • DIRECT MAIL • MOBILE

**For count requests:**
**counts@asmdm.com or 847.572.8082**

# Postal And Email Rate Card

## Selects

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

| 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 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 Organization | No Charge |
| Member Parent of Student | No Charge |
| Race | No Charge |
| Recency | No Charge |
| Religion | No Charge |
| Telephone Landline/Mobile | $75cpm |
| Year in School | No Charge |

## Pricing & Quantity Discount

### Postal Inventory & Base Pricing

| | | |
|---|---|---|
| 10,512,505 | Postal Addresses | $55 cpm |

### Postal 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 |

### Postal List Rental Output Options

| | |
|---|---|
| File Transfer Protocol (FTP) | No Charge |
| Email File Attachment | No Charge |
| CD/Disk | No Charge |
| Diskette | No Charge |
| Keycoding | No Charge |
| Title Slug | No Charge |
| ZIP + 4/CASS Certification | No Charge |
| NCOA (National Change Of Address) | No Charge |
| Minimum Order | $500 |
| Cancellation Policy | Postal orders are non-cancelable after delivery of the data file. |

### Email Information

| | |
|---|---|
| Same Day Service | No Charge |
| Email Rush Fee | No Charge |
| Merge/Purge Suppression | $150 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 |
| Opt-In Policy | Verified Opt-in at Scholarships.com |
| From Line | Scholarships.com |
| Counts Updated | Daily (Real Time) |
| Minimum Order | $500 |
| Cancellation Policy | Email orders are non-cancelable upon deployment of email tests |

### 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