



2020 - 2021 MEDIA KIT



 DataServices

 ScholarshipPoints

 PrivateStudentLoans

 RewardFish®

About Edvisors

For the past 20 years, Edvisors has helped empower millions of students and families with the information they need to make timely decisions about planning and paying for college, as well as life beyond graduation.

Our free resources, tools and services are both expert-level and engaging, drawing from our expansive team experience in the higher education space as lending specialists, financial aid authorities, and public service leaders. Edvisors has evolved from a stand-alone startup to a subsidiary of College Loan Corporation—headquartered in Las Vegas, NV. Our evolution continues with new products and services which leverage our success and know-how in the online marketing space.

MEDIA CONTACT

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ScholarshipPoints - unique experience, the only product of its kind

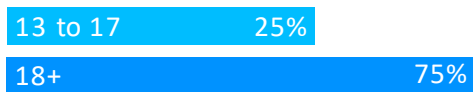
ScholarshipPoints.com is the only rewards program of its kind. Our members receive points by completing offers from our partners. Points can be redeemed for entries into our monthly and quarterly scholarships. To date, we've awarded more than \$1 million dollars in scholarship funds, helping to make college dreams a reality.

Millennials and Gen Z

ScholarshipPoints acquires 100,000+ new users each month.

Audience demographics:

Age



Gender



Advertiser placement opportunities:

- Banner ads
- Social media posts
- Dedicated email campaigns
- Sponsored content
- Sponsored scholarships
- Featured on offer wall
- Customized marketing plans

Pricing:

- CPC: \$0.35+
- SOI: \$1.25 – \$3.50 CPA
- DOI: \$3.50+ CPA
- Sponsored Scholarships: \$500+

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How can partnering with Edvisors benefit you?

Keep your customer base fresh

- 250K new users acquired each month
- 18 million+ Millennial and Gen Z audience

Gen Z

\$143 billion in buying power

92% digital footprint

Direct from the source

- 100% self-reported data (no aggregate data)
- 100% opt-in
- Email validation
- NCOA verified
- CCPA compliant

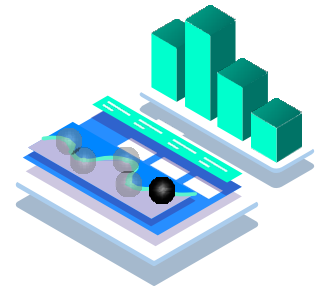
Build brand loyalty

There are approximately 147 million Millennials and Gen Z'ers within the US alone. Establish relationships with this audience today that you can build on for years to come.

Millennials

\$200+ billion in buying power

62% more likely to engage digitally with brands



**“All businesses need to be young forever.
If your customer base ages with you, you’re Woolworth’s.”**

- Jeff Bezos

Available Data

Partner with Edvisors, and gain direct access to more than 18 million Millennial and Gen Z customer profiles, created by the users themselves. We don't deal with aggregate data, which translates into better quality for you! With our data you can:

- Contact users through targeted email/direct mail campaigns
- Acquire new customers and increase engagement for your brand
- Leverage relationships with select partners with highly targeted customer profiles
- Increase ROI by targeting customers based on age, location, gender, interests, profession, travel habits, and much more!

Data List Management

Does your company acquire more than 1 million new records per year? Our list management services can help you translate user records into revenue. As part of our list management services, we will:

- Cleanse and manage your data
- License and broker data sales to select partners
- Leverage existing, untapped data with relevant partners
- Help you generate new and incremental revenue from records you currently own

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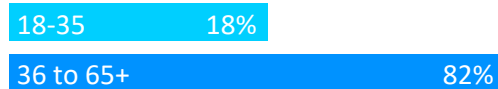
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RewardFish® —the newest member of the Edvisors® Network

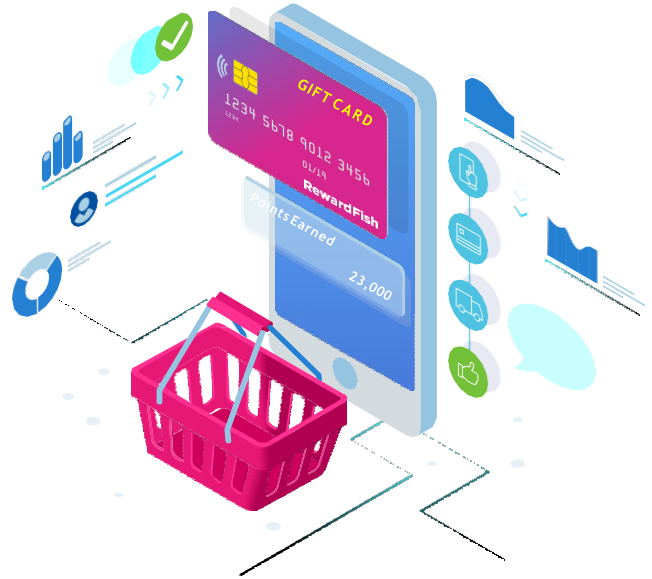
RewardFish is a lifestyle rewards program. We serve an engaged, cross-generational audience from students and young adults, to parents and beyond. Our priority with our customers is to build long-lasting relationships, and as a result, to realize the benefits of those long-term connections.

Audience demographics:

Age



Gender



As your strategic marketing partner, we will help you increase exposure and engagement with your brand.

Advertising options available for our partners:

- Bundled marketing options
- Featured/personalized offers
- Email campaigns
- Social media

CPA pricing

- Surveys - \$1+
- Product trial-based offer - \$4 to \$8
- e-commerce - \$10 to \$\$\$\$ (product dependent)

A strong digital footprint

RewardFish provides a cornerstone for compelling digital interactive experiences, centered on reward-based mechanics that consistently engage and bring value to our members.

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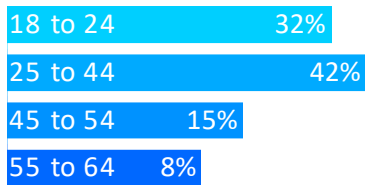
Reaching students at the right time

PrivateStudentLoans.com reaches more than 1 million users every year, educating students and their families on borrowing options, and connecting them with private lenders to help fill the gap in financial aid.

Edvisors' marketing strategy involves a compliance driven vetting process to drive quality traffic for high approval rates. We have multiple traffic sources in the EDU space using above board marketing strategies.

Audience demographics:

Age



Gender



Refinancing Student Loans

An education in options

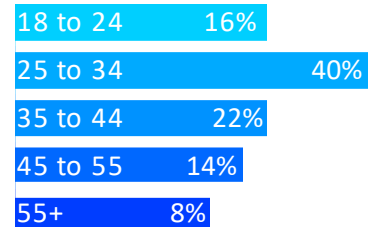
The refinance section of PrivateStudentLoans.com is committed to educating college graduates and parents on student loan repayment options, including private student loan refinancing and federal student loan consolidation.

Beyond college

The student loan consolidation audience is broad and includes recent college graduates, young families, experienced professionals, parents, and more. It's our mission to connect users with lenders that meet their specific needs. Whether the goal is to decrease monthly payments, release a cosigner, or pay off a student loan in record time, we are here to help.

Audience demographics:

Age



Gender



Partners placement options for Private Student Loans:

- Featured lender placements
- Dedicated email campaigns
- Inclusion in monthly newsletter
- Banner advertisements
- Contextual targeting
- Sponsored blog posts on Edvisors.com
- Bundled marketing plan (blog + social media + featured lender + banner ad, etc.)
- Social media post

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Content Collaboration Opportunities

Edvisors® is focused on providing our site visitors and social media followers with the information needed to plan and pay for college. A content collaboration creates an opportunity to offer your audience information in regards to their college journey and/or to provide expert advice and information to our audience. Edvisors has worked in content partnerships, with partners like, [Nav.com](#), [Stride Funding](#), and [ChangEd](#).

Collectively, Edvisors staff has more than 40 years of professional experience in the field of higher education finance. Our subject matter expert, Elaine Rubin, has more than 10 years of experience in college access, financing, and student loan repayment. Elaine has worked in areas of regulatory analysis and policy, and communications. Prior to joining Edvisors, she worked in the private and public sectors, including a top student loan guarantor and the U.S. Department of Education's office of Federal Student Aid.

Edvisors Audience Focus:

Parents, Pre-college high school students, Undergraduate college students, Graduate college students, and Student loan borrowers

Media features:

Wall Street Journal, Washington Post, New York Times, USA Today, US News and World Report, Business Insider, Fox Business, Marketplace, Huff Post, HerMoney, Parents.com

Areas of Expertise:

- College planning and admission
- Financial literacy
- Financial aid, including the role of the U.S. Department of Education, states, colleges/universities
- Financial aid applications, including the *Free Application for Federal Student Aid (FAFSA®)*
- Federal student aid programs (*including, FFEL Program Loans, Perkins Loans, Direct Loans, Federal Grants, Loan Servicing, Federal Loan Repayment, Federal Loan Consolidation*)
- Private student loans
- College debt repayment
- Student loan refinance
- Scholarships
- Higher education public policy

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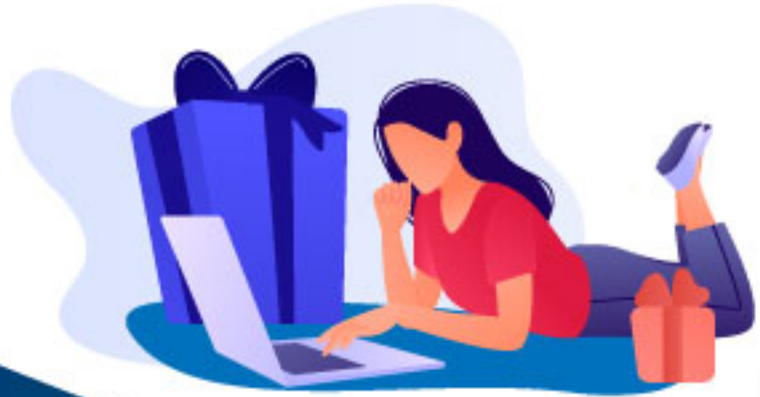
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Giveaways

The student demographic tends to gravitate toward any opportunities where they can win free swag, and this is your opportunity to gather information, opinions, signups...basically, **improve engagement by a large margin!**

This can create a unique, fun, memorable experience for your brand among Gen Z audiences.



Offerings

Accompany your offer with a product giveaway sweepstakes that can be managed by us or you.

Market research, surveys or product reviews by our users. This will provide valuable consumer feedback, brand exposure and leads.

Give away high-valued products to students who create winning advertisements/creatives for your brand.

Opportunities to include your product as a featured prize in the Master Swag Bag quarterly giveaway.

Costs

We can manage your prize giveaway for a flat \$500 fee.

Cost per survey completion ranges from \$1.25 to \$3.00 depending on desired number of completions, length of survey, and desired target demographic.

Cost for ad creation varies by campaign.

CPC or CPA pricing for lead capture in the Master Swag Bag campaigns.

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