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.
About Edvisors

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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 between 50,000 - 100,000 + new users each month.

Demographics

- **Age**
  - 13 to 17
  - 18+

- **Gender**
  - Male
  - Female

ADVERTISER PLACEMENT OPPORTUNITIES

- Banner Ads
- Social Media Posts
- Dedicated Email Campaigns
- Sponsored Scholarships
- Sponsored Content
- Customized Marketing Plans

PRICING

- **CPC**
  - $1.00+

- **CPA**
  - $1.25 - $3.50

- **CPI**
  - $3.50+

- **SIP**
  - $5000+

- **SOS**
  - $500+

Nina Krecicki Digital Product Marketing Manager (702)777-8447 nkrecicki@edvisors.com

Edvisors HQ Address 350 S. Rampart Blvd. Suite 200 Las Vegas, NV 89145
A unique experience, the only product of its kind

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DEMOGRAPHICS

Millennials and Gen Z
ScholarshipPoints acquires between 50,000 - 100,000 + new users each month.

Pricing

- $1.00+ CPC
- $1.25 - $3.50 CPA SOI
- $3.50+ CPA DOI
- $5000+ Test Campaigns
- $500+ Sponsored Scholarships

ADVERTISER PLACEMENT OPPORTUNITIES

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

Nina Krecicki  Digital Product Marketing Manager  (702)777-8447  nkrecickit@edvisors.com
How can partnering with Edvisors benefit you?

Keep your customer base fresh
- 250K new users acquired each month
- 22 million+ Millennial and Gen Z audience

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.

Gen Z
- $143 billion in buying power
- 92% digital footprint

Millennials
- $200+ billion in buying power
- 62% more likely to engage digitally with brands

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

“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 22 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:
- Send targeted email/direct mail campaigns
- Create co-branded Scholarship campaigns
- 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 your existing, untapped data with relevant partners
- Help you generate new and incremental revenue from records you currently own

CONTACT US
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Las Vegas, NV 89145

Christina Linderman
Vice President of Business Development
702-777-8458
clinderman@edvisors.com
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**

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-35</td>
<td>18%</td>
</tr>
<tr>
<td>36 to 65+</td>
<td>82%</td>
</tr>
</tbody>
</table>

**Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44%</td>
</tr>
<tr>
<td>Female</td>
<td>56%</td>
</tr>
</tbody>
</table>

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+ (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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**CONTACT US**

**Tre Norman**
Performance Marketing Specialist
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Las Vegas, NV 89145
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**
- 18 to 24: 32%
- 25 to 44: 42%
- 45 to 54: 15%
- 55 to 64: 8%

**Gender**
- Male: 52%
- Female: 48%

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**
- 18 to 24: 16%
- 25 to 34: 40%
- 35 to 44: 22%
- 45 to 55: 14%
- 55+: 8%

**Gender**
- Male: 53%
- Female: 47%

**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 posts
- Credit Cards

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**Christina Linderman**

Vice President of Business Development
702-777-8458
clinderman@edvisors.com
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:

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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