



2018 - 2019 **MEDIA KIT**





 **DataServices**

 **ScholarshipPoints**

 **StudentLoanConsolidator**

 **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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### **Elaine Rubin**

Senior Contributor and Communications Specialist  
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## How can partnering with Edvisors benefit you?

### Keep your customer base fresh

- 250K new users acquired each month
- 20 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

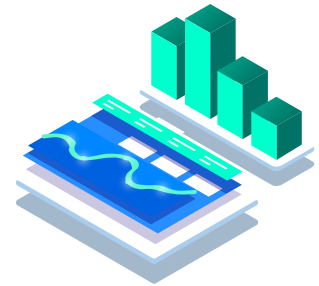
### Build brand loyalty

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 20 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

## CONTACT US

Edvisors HQ  
10000 West Charleston Blvd. Suite 200  
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## Christina Linderman

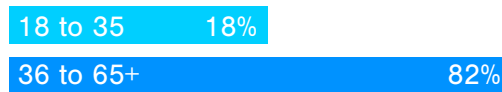
Director of Business Development  
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clinderman@edvisors.com

**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



#### 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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## John Deck

Affiliate Marketing Manager  
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**ScholarshipPoints** - unique experience, the only product of its kind

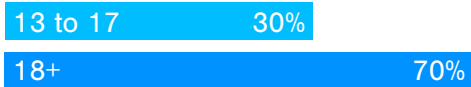
ScholarshipPoints.com is the only rewards program of its kind. Our members receive points by completing offers from our partners. Points can be redeemed for entries into our monthly and quarterly scholarships. To date, we've awarded more than \$1 million dollars in scholarship funds, helping to make 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: \$0.80 – \$3.50 CPA
- DOI: \$3.00 – \$7.00 CPA
- Sponsored Scholarships: \$500+

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## Rex Huxford

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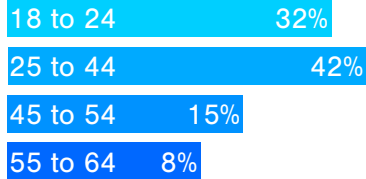
## Reaching students at the right time

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



## StudentLoanConsolidator

### An education in options

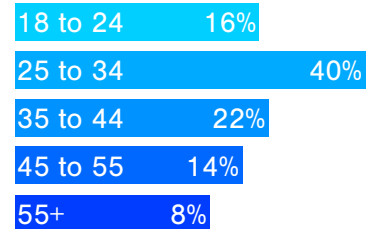
StudentLoanConsolidator.com is committed to educating college graduates and parents on student loan repayment options, including private student loan refinancing and federal student loan consolidation.

### 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 and Student Loan Consolidator:

- 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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