

# Pricing for CASHNet Email Marketing, powered by Informz

2009

**Annual Fee (List Pricing):** The annual fee is based on the school's tier and is due upfront at the time of purchase and on the anniversary date of the Informz contract.

Tier	1	2	3	4	5	6	7	8	9
<b>Enrollment (FT)</b>	Up to 1,000	1,001 – 2,000	2,001-3,000	3,001-5,000	5,001-8,000	8,001-12,000	12,001 – 18,000	18,001 – 25,000	25,001 +
<b>Annual fee</b>	\$2,500	\$3,000	\$3,500	\$4,500	\$5,500	\$6,800	\$8,000	\$9,000	\$10,000

**Email Message Block:** In addition to the annual fee, the customer purchases an email message block. When an email is sent, it is deducted from the total block. This fee is due upfront at the time of purchase and is due on the anniversary date of the Informz License Agreement or sooner, depending on usage.

Email Block	Cost	Email Block	Cost	Email Block	Cost	Email Block	Cost
50,000	\$2,500	500,000	\$6,000	1,000,000	\$10,000	6,000,000	\$27,500
100,000	\$3,000	600,000	\$6,500	2,000,000	\$13,000	7,000,000	\$29,500
200,000	\$4,000	700,000	\$7,500	3,000,000	\$15,500	8,000,000	\$31,000
300,000	\$4,500	800,000	\$8,500	4,000,000	\$20,500	9,000,000	\$32,500
400,000	\$5,500	900,000	\$9,250	5,000,000	\$24,000	10,000,000	\$34,500

**INCLUDED:**

- Access to the Informz ASP interface for unlimited users
- Creation of 2 templates (per license)
- Training
- Six child accounts for department use
- Landing Page Builder
- Conversion Tracking
- eMarketing Advisor
- Event Management Module
- Online Survey Module

**Additional Components**

**1.) TEXT MESSAGING OPTIONS:**

Purchased with Email Marketing: **\$500 annual fee**, plus the cost of a text message block.

Purchased as a standalone: The customer pays the set up fee, the annual license fee, plus the cost of a text message block.

**One-Time Set Up Fee \$300**

- Creation of branded subscription form
- Recorded online training

**Annual License Fee \$2000**

- Access to Informz texting services for unlimited users
- All system & services upgrades included
- eMarketing Advisor for support

Text Msg Block	Cost	Text Msg Block	Cost
1,000	\$250	50,000	\$3,500
5,000	\$500	100,000	\$6,000
10,000	\$800	250,000	\$13,750
25,000	\$1,875	500,000	\$25,000

**2.) Additional Child Accounts**

Number of Child Accounts	Annual License Fee per Child Account
7-10	\$500
11-15	\$400
15-20	\$300
20-25	\$200
25 +	TBD