Email Marketing pricing

All prices are gross. Please order through adops.

Bulk pricing is based on bulk total.

Example – 50,000 emails per month x 12 months = 600,000 emails @12cpm

Contract must state that if total of 600,000 emails are not fulfilled, we will pro rate fulfilled units to the proper level cpm.

Example – signed for 600,000 at $12 cpm, cancelled after fulfilling 275,000, rate goes to $16 cpm and the client will receive a bill for the difference, 275 x $4 = $1100

Pricing

**Small business one off campaigns – 25,000 for $800 (must be exactly 25k count)**

1000-49,999 = minimum of $1000 charge

50K - 250,000 $20 cpm

250,001 - 400K = $16 cpm

400,001 – 500K = $12 cpm

500,001- 1,000,000 =  $8 cpm

Over 1mm = $7 cpm