

2024-2025 Connections Print Pricing

Connections™ Print, an à la carte offering, empowers you to engage with Connections participants beyond the BigFuture® School app.

Launching in fall 2024, Connections Print allows you to reach millions of students and families via direct mail while maintaining student privacy. By offering creative design flexibility, a curated list of product offerings, and message personalization, Connections Print ensures impactful messaging that resonates with prospective students.

When you integrate Connections Print into your existing direct mail strategy, you can seamlessly extend your reach without stretching your budget.

MAILING VOLUME	PRODUCT CHOICES & PRICING*									
	Flat Mailer, 6" x 9"			Flat Mailer, 6" x 11"			Bifold Mailer, 6" x 9" folded			Letter, 8.5" x 11" with #10 Window Envelope
	100# Opaque	120# Silk	120# Gloss	100# Opaque	120# Silk	120# Gloss	80# Opaque	100# Silk	100# Gloss	60# Opaque
500 - 999	\$1.05	\$0.94	\$0.94	\$1.11	\$1.02	\$1.01	\$1.85	\$1.90	\$1.89	\$3.75
1,000 - 2,499	\$0.58	\$0.56	\$0.54	\$0.63	\$0.63	\$0.61	\$1.14	\$1.22	\$1.22	\$2.36
2,500 - 4,999	\$0.33	\$0.33	\$0.31	\$0.41	\$0.38	\$0.38	\$0.63	\$0.66	\$0.58	\$1.20
5,000 - 7,499	\$0.25	\$0.25	\$0.23	\$0.31	\$0.31	\$0.30	\$0.48	\$0.51	\$0.44	\$0.92
7,500 - 9,999	\$0.23	\$0.22	\$0.21	\$0.28	\$0.31	\$0.30	\$0.47	\$0.50	\$0.43	\$0.90
10,000 - 14,999	\$0.19	\$0.21	\$0.21	\$0.24	\$0.28	\$0.27	\$0.39	\$0.43	\$0.43	\$0.82
15,000 - 19,999	\$0.19	\$0.21	\$0.21	\$0.24	\$0.28	\$0.26	\$0.38	\$0.42	\$0.42	\$0.81
20,000 - 24,999	\$0.19	\$0.21	\$0.20	\$0.24	\$0.28	\$0.26	\$0.37	\$0.41	\$0.41	\$0.78
25,000 - 29,999	\$0.19	\$0.21	\$0.19	\$0.23	\$0.28	\$0.26	\$0.36	\$0.40	\$0.40	\$0.76
30,000 - 39,999	\$0.16	\$0.17	\$0.17	\$0.20	\$0.24	\$0.22	\$0.30	\$0.30	\$0.30	\$0.41
40,000 - 49,999	\$0.16	\$0.17	\$0.16	\$0.20	\$0.24	\$0.22	\$0.29	\$0.29	\$0.29	\$0.38
50,000 - 59,000	\$0.15	\$0.16	\$0.15	\$0.19	\$0.22	\$0.21	\$0.27	\$0.27	\$0.27	\$0.35
60,000 - 69,000	\$0.15	\$0.16	\$0.15	\$0.19	\$0.22	\$0.21	\$0.27	\$0.27	\$0.27	\$0.34
70,000 - 79,000	\$0.15	\$0.16	\$0.15	\$0.19	\$0.22	\$0.21	\$0.27	\$0.27	\$0.27	\$0.33
80,000 - 89,000	\$0.14	\$0.15	\$0.14	\$0.18	\$0.21	\$0.20	\$0.25	\$0.25	\$0.25	\$0.31
90,000 - 99,999	\$0.14	\$0.15	\$0.14	\$0.18	\$0.21	\$0.20	\$0.25	\$0.25	\$0.25	\$0.31
100,000+	\$0.14	\$0.15	\$0.14	\$0.18	\$0.21	\$0.20	\$0.25	\$0.25	\$0.25	\$0.31

*all 4/C process; pricing does not include pass-through postage expense

NOTES ON CURRENT PRICING

- Variable data options for message personalization are included at no additional cost
- Postage is not currently reflected in pricing—pricing at launch will include postage at USPS rates as a pass-through cost
- A minimum order of 500 is required
- Pricing reflects digital printing and a 4-color printing process