

The logo features the word "Benchmark" in a white, cursive script font, with "EMAIL" in a smaller, white, sans-serif font below it. The text is set against a dark blue, shield-like background.

Benchmark
EMAIL



PRICING GUIDE

2012

BenchmarkEmail.com

400 + Templates • Easy to Use Software

Social Tools • Email Metrics • Surveys

Best Support in the Industry



Benchmark Email Pricing Plans

Benchmark Email offers several convenient pricing plans for your small, medium or corporate business. Users can sign up for monthly plans, which easily upgrade from one plan to another, or they can save 15% by signing up for an annual plan. Review the options below and choose your email marketing.

Free for Life

All of Benchmark Email's award-winning software features, drag & drop editing and real-time report tracking, and you never have to pay a cent. By creating a Free for Life account and embedding a signup form on your website, you can grow your contact list with ease. Users are added when they sign up. However, you cannot upload your own lists, so this plan is recommended for beginners and users who are seeking direct signups to their email newsletters.

<http://www.benchmarkemail.com/FreeEdition>

Send Based Email Plans

These plans are based on the number of emails you plan to send per month.

Got a small list? Our Plan 600 is a great place to start at an unbeatable \$9.95/mo.

<http://www.benchmarkemail.com/ExtPricing>

List Based Email Plans

These plans are based on the number of users on your contact list. You can send multiple email campaigns to your entire list, up to seven times per month. (If you need to email your list more than seven times per month, contact a sales representative to explore your options. Higher plans available on request.)

<http://www.benchmarkemail.com/ExtPricing-ListBased>

Dedicated Server Plans

High-Volume Senders - For users who need to send more than 100,000 emails per month, these plans include: creation of your own server for sending bulk email (guarantees faster email delivery), your own dedicated IP (which Benchmark will register with all major anti-spam organizations) and setup within 48 hours. (Higher plans available on request. Email us for a quote.)

<http://www.benchmarkemail.com/email-marketing/dedicated-email-server>

Benchmark Email Pricing Plans

Special Pricing Offers

Non-Profit Pricing - Non-profits are entitled to a 25% discount on any email marketing plan. To find out more, sign up for a Free Trial and visit the URL below.

Free Trial - <http://www.benchmarkemail.com/Register>

Non-Profit Instructions - <http://www.benchmarkemail.com/pricing-request>




We Do It for You - Want to start email marketing but don't have the time? Ready to integrate with social media or design dazzling HTML emails but don't have the finesse? Would you prefer us to take care of it? We Do It for You is Benchmark's answer to users on the go. For \$149.95/mo. users will have two full email marketing campaigns designed, administered and scheduled by the expert email concierges at Benchmark Email. Send us your contact lists, images, copy and we'll take care of the rest. We also integrate with your social media pages for a full online marketing campaign. Additional campaigns can be added for a nominal fee.

<http://www.benchmarkemail.com/we-do-it-for-you>

Benchmark Email neither sells nor allows any third-party (purchased, borrowed or rented) lists.



Send Based Plans

	Email Marketing Plans	Emails Sent Per Month	Monthly Cost
 <i>Budget</i>	Plan 600	600	\$9.95
	Plan 1K	1,000	\$12.95
	Plan 2.5K	2,500	\$19.95
 <i>Professional</i>	Plan 3.5K	3,500	\$25.00
	Plan 5K	5,000	\$35.00
	Plan 10K	10,000	\$60.00
 <i>Enterprise</i>	Plan 25K	25,000	\$112.00
	Plan 50K	50,000	\$200.00
	Plan 100K	100,000	\$375.00

INCLUDE

Professional & Enterprise Plans Only

Sub-Accounts (ability to create accounts within your accounts)



We Do It For You - \$149.95 per month

Really busy? Want to delegate almost everything? Get all our great features and a dedicated email concierge team to do all the email marketing steps for you!

Image Hosting Plus - \$5 per month

10 MB of image storage included with all plans. This increases storage to 50 MB.

List Based Plans

The list-size pricing model allows you to email to your list multiple times in a given month. If you need to send each week or every other week, this could be a good option for you. We do limit the number of times you can send to that list to 7x. Also, if your list size grows beyond the List Plan you are in, you will need to upgrade to a higher plan before uploading/adding more email addresses.

	Email Marketing Plans	List Size	Monthly Cost
 <i>Budget</i>	List Plan 600	600	\$11.95
	List Plan 1K	1,000	\$18.95
	List Plan 2.5K	2,500	\$28.95
 <i>Professional</i>	List Plan 5K	5,000	\$46.95
	List Plan 10K	10,000	\$73.95
	List Plan 20K	20,000	\$120.95
	List Plan 30K	30,000	\$179.95
 <i>Enterprise</i>	List Plan 50K	50,000	\$230.95
	List Plan 75K	75,000	\$339.95
	List Plan 100K	100,000	\$460.00

INCLUDE

Professional & Enterprise Plans Only
 Sub-Accounts (ability to create accounts within your accounts)



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High Volume Plans

	Email Marketing Plans	Emails Sent Per Month	Monthly Cost
 Enterprise	Plan 150K	150,000	\$399.00
	Plan 250K	250,000	\$499.00
	Plan 500K	500,000	\$799.00
	Plan 1 Million	1,000,000	\$1,299.00
	Plan 2 Million	2,000,000	\$1,999.00
	Plan 4 Million	4,000,000	\$4,000.00

ALL INCLUDE

Dedicated IP & Sub-Accounts (ability to create accounts within your accounts)
Image Hosting Plus - 50 MB of Image Hosting free with all plans.

\$199
SETUP FEE

We will charge \$199 as a setup fee for all High Volume Plans



We Do It For You - \$149.95 per month

Really busy? Want to delegate almost everything? Get all our great features and a dedicated email concierge team to do all the email marketing steps for you!

Why Choose Benchmark Email?

Social Networking Tools

Complete bidirectional integration with LinkedIn, Facebook, Twitter and more.

400+ Templates

Professional HTML email templates that can be customized for your business.

List Segmentation

Contact lists can be segmented by customer demographics and preferences for higher open rates and click-throughs.

Subscription Forms

User signup forms automatically append and update your contact database.

Autoresponders

Contacts can automatically receive autorespond-er campaigns when they subscribe, for their birthday, holidays or special events.

Spam Checker

Your content is scrutinized for the presence of words that are known to trigger spam filters.

Video Integration

Benchmark Email embeds a single frame thumb-nail in your newsletter that plays from its servers, improving deliverability by minimizing trans-fer file size.

Surveys & Polls

Use the easy survey builder or include a poll any-where you want to insert your HTML.

Real Time Reports & Tracking

Compare your email campaign stats and improve your metrics. Opens, click-throughs, bounces and social sharing are meticulously tracked and displayed in easy to read graphs.

Google Analytics Integration

Gain profound insight into the sequence of be-haviors your customers perform once they click on the email link.

Live Daily Webinars

Participate in entertaining and informative online seminars and request live courses on special e-marketing topics.

Extensive Manual & White Paper Library

Benchmark Email's library of white papers and email marketing manuals is accessible online or as free, downloadable PDFs.

Extended Support Hours

Nearly 24 hours of support with real, live people, at no extra charge to you. We're here when you need us via chat or phone.

About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial.

www.benchmarkemail.com/register

Contact Benchmark Email

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

<http://www.BenchmarkEmail.com>

US +1 [800] 430 4095

Email: sales@benchmarkemail.com