

What is CollegeXpress?

The most powerful lead generation engine in higher education

Since 1995, CollegeXpress (CX) has connected students with the right schools for them. We truly believe that there is a right fit for every student. Our goal is to ensure that students from around the world and right next door find their educational fit. We know that partnering with other sites and resources that are deeply connected with the same audiences can ultimately help more students

Why Partner with CollegeXpress

CX is a trusted tool for hundreds of colleges and universities. Our industry-leading products and services have helped thousands of higher education institutions reach their marketing, development, and recruitment goals.

Connecting with prospective students at every stage of their journey is more challenging than ever before. CollegeXpress is the go-to resource for the college and scholarship search for millions of students, parents, and counselors. Every year, hundreds of thousands of students across the US and around the world discover their perfect-fit schools using CollegeXpress's college search resources and content.

Benefits of Partnership

Whether you're interested in traffic, CPC, CPA, or a data purchase, CollegeXpress is open to any conversation that benefits students and helps us meet our mission. We offer a variety of services to help you gather data, connect with students, and generate revenue. We have partners that receive thousands of dollars a month just by providing a connection to CollegeXpress for their student audience.



by the numbers



2 million+

network of prospective high school students, parents, and counselors



\$7 billion

in scholarship opportunities



6,000+

pieces of content on the site



122 million+

emails sent to students, parents, and counselors last year



4.2 million+

users in 2021

Opportunities for Partners

✓ CollegeXpress.com

Our powerhouse hub of content, scholarships, and student lead generation

Join a pillar of the college planning process for students, parents, and counselors. Contribute blogs, articles, Ask the Experts answers, and more to **CollegeXpress.com** for brand exposure in our trusted environment. Promote your brand with direct links in our featured content.

✓ Email

Connect with the CollegeXpress audience directly in their inbox

Send dedicated emails to the CollegeXpress audience promoting your brand or advertise in regularly scheduled CollegeXpress newsletters (i.e., banner ad placement in an email). Segmentation is available for student, parent, and counselor audiences.

✓ Scholarships

Engage your audience with what they really want

Are you looking to promote your own scholarship to a wider audience? We can help promote your award by featuring it on our social accounts, in targeted email outreaches, and on **CollegeXpress.com**. If you're looking for ways to build a scholarship for your own audience, we can work together to create an award that we'll even help fund!

✓ Social Media

Instagram, Twitter, Pinterest, Facebook, YouTube, and LinkedIn

Leverage the influence of CollegeXpress on social media with options for posts, stories, content creation, polls, and giveaways. Increase engagement with integrated campaigns across multiple platforms.

✓ Packages

Interested in a few options?

We can build a package of content opportunities, email, social, and more that fits your budget and puts your brand in front of your target audience.

A Few of Our Current Partners



Let's Talk!

Reach out to us at affiliate@collegexpress.com
to discuss potential opportunities, pricing, and more!