

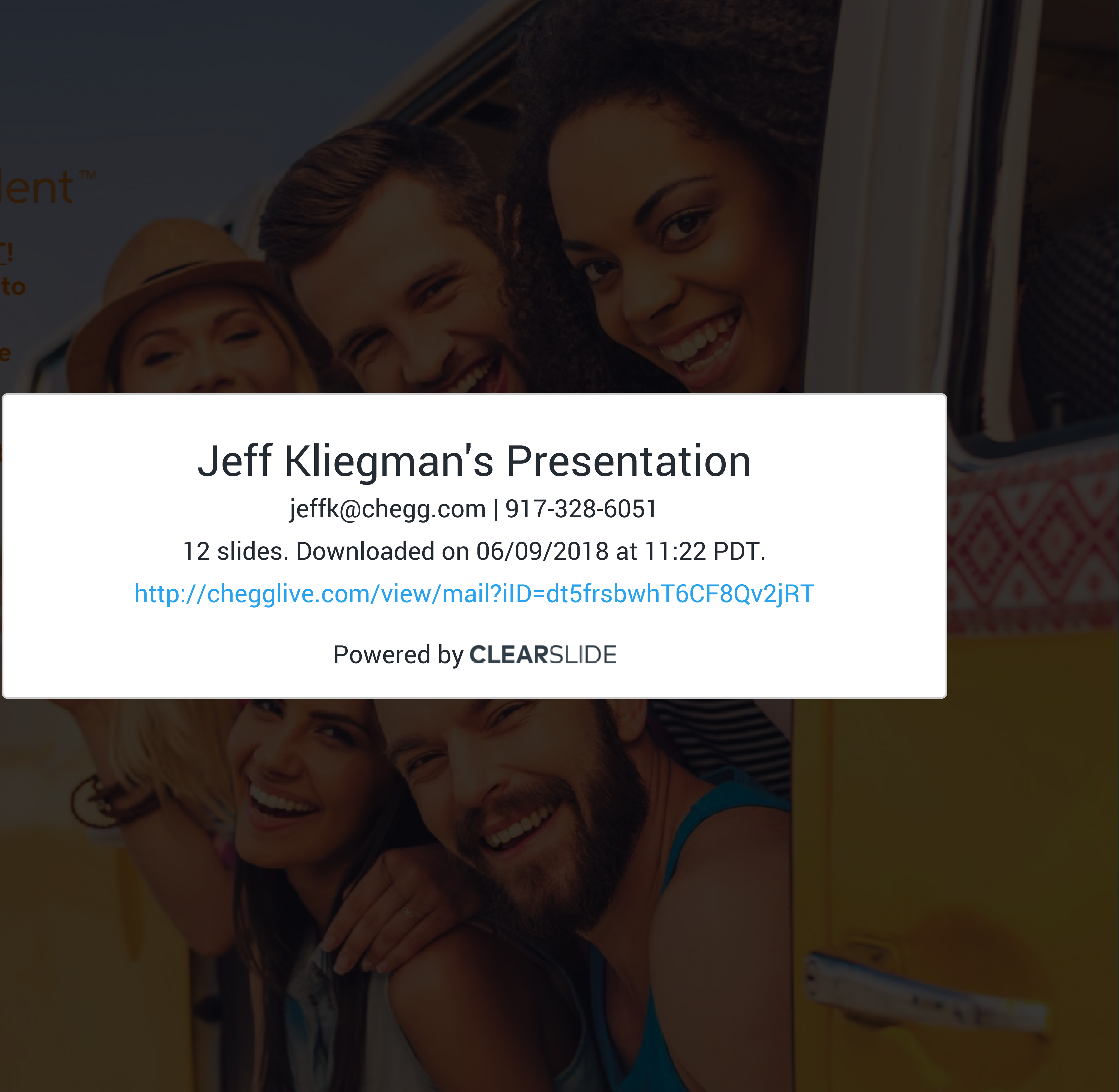


A Smarter Way to Student™

College students move around. A LOT!
From the dorm, to the sorority house, to
their first apartment, Chegg always
knows where students live because we
need to ship them their textbooks!

Now, in addition to samples and inserts
in textbook boxes at the beginning of
each semester, your brand can reach
college students at scale around
key moments **DURING** the semester
via direct mail.

Introducing Chegg Direct Mail!



Jeff Kliegman's Presentation

jeffk@chegg.com | 917-328-6051

12 slides. Downloaded on 06/09/2018 at 11:22 PDT.

<http://chegglive.com/view/mail?ilD=dt5frsbwhT6CF8Qv2jRT>

Powered by **CLEARSLIDE**

Direct Mail
NOVEMBER MAILING



A Smarter Way to Student™

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Direct Mail
NOVEMBER MAILING



Students love that Chegg gives them great offers from great brands.

Chegg ships millions of textbooks annually to students on every college campus in the United States. Inside each box, we include “surprise & delight” items -- product samples to coupons to free trials. Students love receiving these special gifts, and turn to social media to broadcast their delight.

Chegg Direct Mail will enable brands to continue to reach students throughout their academic career by leveraging their most up-to-date mailing address, as well as students' receptiveness to receiving curated offers from Chegg.



manders653

Follow

manders653 Guys, THIS is why I go through Chegg. Not only are my books super cheap, but I get a ton of nice little things with it 😊 haha they know that struggling college kids need some stuff ;)
 *Red Bull
 *Tide/Downy laundry stuff
 *3 month trial of YouTube red
 *\$20 gift card to Shutterfly
 *\$30 gift card to HelloFresh *25% off timberland boots
 *A 30 day free trial of hulu
 *15% off at vineyard vines
 #theydidntaskmetodothis
 #iactuallyjustreallylikethem
 #chegg
 #books #college #lovethem #thanksguys
 #collegedaze #collegelife #senioryear



glasses_and_class

Follow

glasses_and_class Can we just take a moment to appreciate #chegg like guys...Not only do they hook you up with Redbull but a coupon to #hulu for a 30 day trial, a free 3 month trial for #youtubered, \$30 gift card for #hellofresh and freakin Tide pods! WITH febreze! And like a handful of other coupons...mad respect to you #chegg you are the savior of college students like me everywhere 🙏🙏🙏



ash_mtash_, fatboyalben, kal_yee_oh, jacobemccormick, gibbybasedlordmasterflex and sleepinfartmrrw like this

AUGUST 24





A Smarter Way to Student™

“Apparently direct mail—which comes only once a day—has become a novelty to this audience. Studies show Millennials enjoy receiving mail even more than non-Millennials. In fact, 50% of Millennials say they like to discover what the mail brings every day and consider time spent looking at and reading it time well spent.”

- USPS Mail Moments: 2016 Review, March 2016





A Smarter Way to Student™

Target Specifically College Students

Launching in November 2018, Chegg will begin sending Chegg shared mail to our students who have rented or purchased textbooks from Chegg during the current school year. The envelopes will be Chegg branded, and focussed on a certain event during the semester. Our first mailing in November will be about *End-of-Semester/Home for the Holidays*, but these events will scale to include *Spring Break*, *Freshman Survival Guide*, *Midterms*, *Finals*, *Move-out Day*, etc.

87%

of Millennials **LIKE**
receiving Direct Mail ³

77%

of Millennials **PAY**
ATTENTION to Direct
Mail advertising ¹

90%

of Millennials think
Direct Mail Advertising
is **RELIABLE**. ²

57%

of Millennials have **MADE**
PURCHASES based on
direct mail Offers ²

84%

of Millennials take the
time to look through
their mail. ⁴



1. Millennials: An Emerging Consumer Powerhouse, Quad/Graphics, March 2016.

2. Felicia Savage, "Don't Hide In The Bushes: How To Use Direct Mail To Target Millennials," PERQ, October 28, 2013.

3. "Direct Mail vs. Social Media | Q&A Showdown," Divvy, January 15, 2016. <http://divvyonline.com/direct-mail-vs-social-media-20160115>

Source: 1. Millennials: An Emerging Consumer Powerhouse, Quad/Graphics, March 2016.

2. Felicia Savage, "Don't Hide In The Bushes: How To Use Direct Mail To Target Millennials," PERQ, October 28, 2013.

3. "Direct Mail vs. Social Media | Q&A Showdown," Divvy, January 15, 2016. 4. USPS Mail Moments: 2016 Review, March 2016.

WHY COLLEGE STUDENTS?

Chegg®



\$163B

College students will spend \$163B on discretionary items over the next year.¹

85%

of students appreciate it when brands understand what they are going through as a college student.⁴

62%

are more likely to respond to a discount/offer if it is tailored specifically for college students.⁴

66%

of students have changed their personal style since high school.⁵

65%

are more likely to purchase a new product after receiving a sample.⁴

+66%

Recent college grads earn 2/3rds more than high school only grads.³

60%

6 in 10 students develop new brand preferences throughout their years in college.²

48%

of 18-21 year olds consider direct mail an important medium when researching a product or service.⁶

NOVEMBER SEND: Sample Envelope (FPO)

All students who receive mailings are ACTIVE Chegg textbook customers, and know that we provide great student offers, increasing the open rates.

Clear college moment highlighted

Authentic college content by Chegg

ACTIVE student name is used vs "CURRENT RESIDENT".

The address is properly formatted for the dorm, sorority house, or apartment building as it is provided by the student. This is exceptionally unique and powerful.

High Impact brand placement upgrade on the envelope. Restrictions apply..



SAMPLE ENVELOPE BACK

Chegg®

A Smarter Way to Student™



Chegg
DIRECT MAIL
A Smarter Way to Student



STANDARD INSERT SPECS

Live Image Area: (printable area)

- ▶ 7.9167 inches x 3 inches
(570 points x 216 points)
- ▶ Two sided printing

Trim: (this is where the paper will be cut)

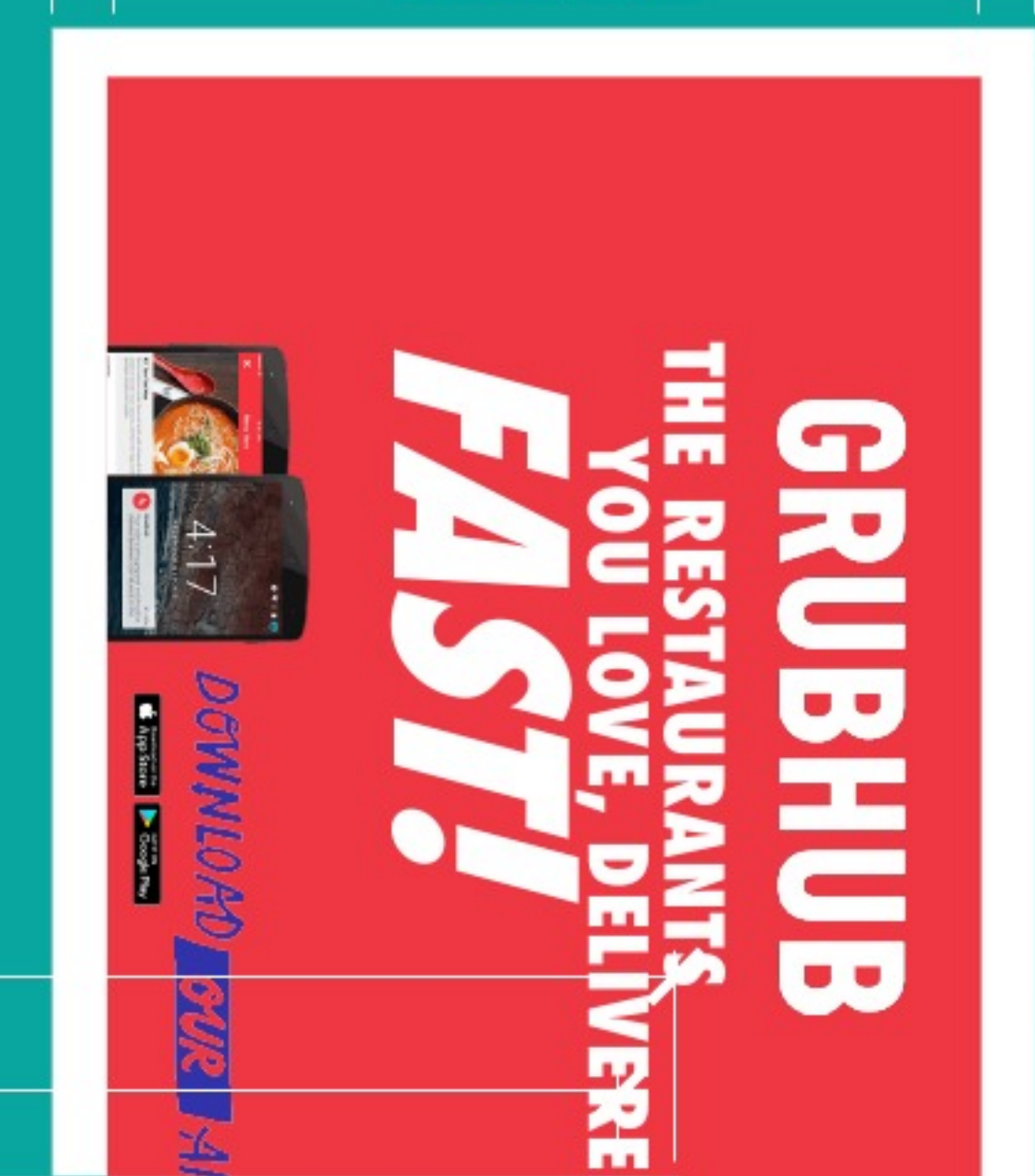
- ▶ 8.25 inches x 3.375 inches
(594 points x 243 points)

Envelope: 9.75" x 4.5", 24#

Insert Paper: 38# Gloss Paper

Creative Services: Available at no additional cost

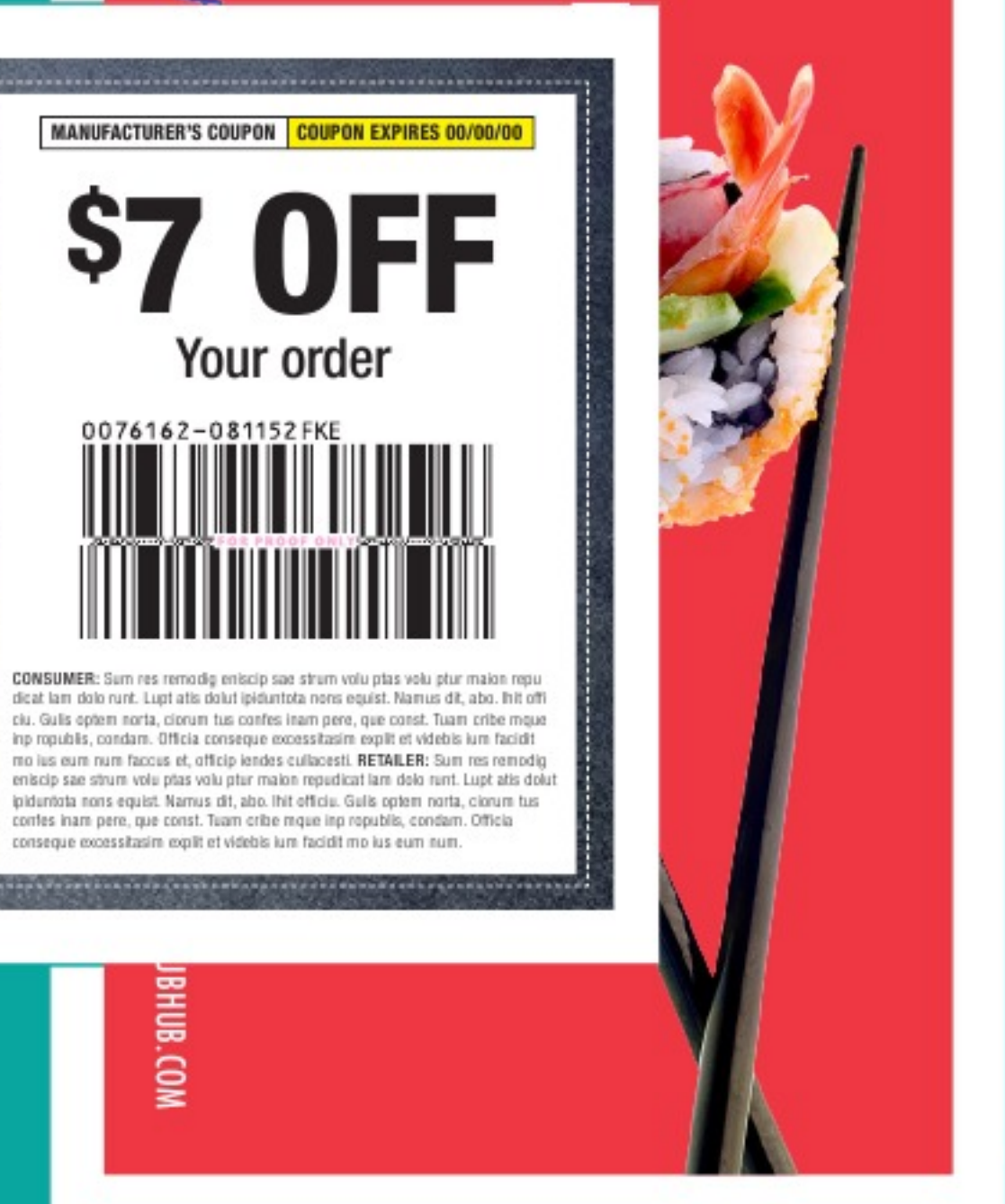
TRIM: 3.375"
LIVE: 3"



TRIM: 8.25"
LIVE: 7.9167"



TRIM: 8.25"
LIVE: 7.9167"



FRONT

BACK





Dan Rosensweig
1234 Scandling Center
Geneva, NY 14456

**INSIDE: The 5 questions every student
deals with at Thanksgiving.**



Chegg[®]

A Smarter Way to Student[™]

Sample Content (FPO)

SAMPLE CONTENT FRONT

5 **“** **THANKSGIVING**
DINNER
QUESTIONS **”**
YOU NEED TO PREPARE
AN ANSWER FOR
RIGHT NOW!

We've all been there. The good ole Thanksgiving dinner interrogations. We suggest that this year, you prepare your answers early so if they ask, you'll be able to fire out an answer without having to think.

Chegg[®] A Smarter Way to Student[™]

HOW'S THIS SEMESTER GOING?

If the semester isn't going amazing for you (don't worry, it happens to us all), don't bore your relatives with the unhappy details, but instead tell them you are working hard and trying your best in your classes. You could even slip in that Chegg Study would be a great investment for the future of your education. However, if your semester is going great, BRAG ABOUT IT!

HAVE YOU FIGURED OUT YOUR MAJOR?

Chances are, NO! There are so many options of classes and activities - how are you supposed to know? If you are one of the lucky ones that has figured out their major, proudly tell everyone. And if you haven't, then just tell them the direction you're leaning towards and speak confidently about what you're doing. Tell them that by the time you graduate, you'll have picked a major.

SAMPLE CONTENT BACK

WHAT DO YOU WANT TO DO AFTER COLLEGE?

Answer this one with care. Chances are you're just trying to graduate and haven't thought THAT much about what's going to come after except for enjoying life without 8 a.m. classes and finals. However, pretend you have really thought about it. Say something about wanting to get a job and/or maybe trying to travel the world and expand your horizons. Make it seem like you have a plan, so they feel like all their money on your education was well spent.

HOW'S THE PARTY SCENE?

DON'T tell them the actual details unless your relatives are super chill. If you give even just a little bit of detail, it can go two ways. Either it will lead to more questions about what you do at parties or it will end with stories about their own time partying in college. There is a high likelihood that your uncle will go full force into all the crazy things he did with his frat brothers to which every single member of your family will reply by reminding you that college is "the best four years of your life." Choose your words wisely, friend.

DO YOU HAVE A BOYFRIEND/ GIRLFRIEND?

Ummmm, if I wanted you to know I'd tell you. However, family don't get that. College relationships are the most interesting thing adults want to know about. They always wait for the boldest relative to ask the first question and then once it's out, they all start bombarding you. Figure out how many personal details you feel comfortable sharing so you're not totally caught off guard with your response.

Chegg[®] A Smarter Way to Student[™]



Summary of Upgrades:

- ▶ 29% increase in printable area
- ▶ 8.4375 inches x 3.625 inches
(608 points x 261 points)
- ▶ FULL BLEED Printing
- ▶ Two sided printing
- ▶ ~2.5X Thicker insert paper
(7 pt matte vs 38# gloss paper)
- ▶ Unique, one time use code printing available
- ▶ **Envelope:** 9.75" x 4.5", 24#

Creative Services: Available at no additional cost

Office DEPOT
OfficeMax®
Taking care of business

ONE FREE
BINDING

0025706-022745

FPO

5 23700 21076 5

Expires 00/00/00. Nullam eget turpis non justo nibh sollicitudin malesuada. Aliquam ac aretneolest massa. Proin aret erat ut etroi a massa dignissim consectetur. Quisque pharetra arcu a accumsan finibus. Fusce ultricies nibh at erat suscipit interdum. Nullam eget turpis nibh. Proin aret erat ut etroi a massa dignissim consectetur. Quisque pharetra arcu a accumsan finibus. Fusce ultricies nibh at erat suscipit interdum. Nullam eget turpis aret a erat.





NOVEMBER MAILING FAQs

Is there a minimum?

- ▶ For the initial November send, the only option is 350,000 students. We will scale to millions of students in 2019, and minimums will be offered.

How much does it cost?

- ▶ For the November send, \$0.075/standard insert (\$26,250) and \$0.115 for the upgraded insert (\$40,250) turnkey. This includes printing, lettershop, and postage.

Can you target?

- ▶ While we will be able to offer targeting for mailings beginning in 2019, we will not be targeting beyond “college students” for the November mailing. Our direct mail audience skews female, and 97% are 18-25 years old.

When is the first mailing planned?

- ▶ The first mailing will be received by students November 7-14, 2018.

How many advertisers will be in the envelope?

- ▶ Every mailing will be different, but the minimum number of advertisers will be eight.

What are the deadlines?

- ▶ They are outlined on the next page, but all contracts must be signed by 9/14/18.

Can I put a unique redemption codes on my inserts?

- ▶ Yes. The upgraded insert can support unique one-time use codes.

Do you provide creative services?

- ▶ Yes. Creative services are included in the rate.

Can I send an individual postcard to students instead?

- ▶ Yes. Postcards start at \$0.45 each, and can be mailed at anytime. The postcard will still come from Chegg, and highlight your brand.



KEY DATES

9/12/18

Upgraded insert creative assets due if being designed by included creative services.

9/14/18

Contracts signed and executed.

9/20/18

Client supplied artwork for upgraded insert due.
Standard insert creative assets due if being designed.
Unique codes due for imprinting.

9/27/18

Client supplied artwork for standard insert due.
Final approval for upgraded/imprinted inserts due.

10/2/18

Final approval for standard inserts due.

11/7/18 -
11/14/18

Estimated delivery date.





A Smarter Way to Student™

CONTACT:

Your Account Executive can answer
all your questions, or just email
bp@chegg.com



Chegg
A Smarter Way to Student™

Tips, tricks, and deals to help you rock college.

FRESHMEN SURVIVAL GUIDE Rock your freshmen year in and out of the classroom while saving \$\$\$

Dan Rosensweig
1234 Scandling Center
Geneva, NY 14456

NO PURCHASE NECESSARY. SEE INSIDE ENVELOPE FOR DETAILS.

PRIORITY STD
ECONOMY
U.S. POSTAGE
PAID
ECONOMY
LOCAL POSTAL CUSTOMER
2000 Princeton Dr
Santa Clara, CA 95050

Chegg
A Smarter Way to Student™

Tips, tricks, and deals to help you rock college.

Holiday Survival Guide Gifts to give (and get!), how to fight the winter blues and the best holiday student deals.

Dan Rosensweig
1234 Scandling Center
Geneva, NY 14456

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PRIORITY STD
ECONOMY
U.S. POSTAGE
PAID
ECONOMY
LOCAL POSTAL CUSTOMER
2000 Princeton Dr
Santa Clara, CA 95050

Chegg
A Smarter Way to Student™

Tips, tricks, and deals to help you rock college.

SPRING into BREAK

TRAVEL TIPS, BUDGETING, AND STUDENT DEALS TO MAKE YOUR SPRING BREAK COUNT.

Dan Rosensweig
1234 Scandling Center
Geneva, NY 14456

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2000 Princeton Dr
Santa Clara, CA 95050

Chegg
A Smarter Way to Student™

Tips, tricks, and deals to help you rock college.

FINALS FIXERS (Because caffeine can only get you so far)

From study hacks to brain snacks we've got you covered so you can crush finals.

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Geneva, NY 14456

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