

# Data Licensing

## Data Sets Available:

- 2,000 4-Year Undergraduate Colleges and Universities
- 1,800 2-Year Community Colleges
- 1,400 2-Year Technical Colleges
- 1,200 Graduate and Professional Schools
- \$7 billion+ in Scholarship and Financial Aid Awards

## Data Licensing Options:

- Raw data transfer
- Co-branded search tools

## Why is Wintergreen Orchard House THE source for data?

- Collecting and managing data is extremely time consuming and expensive. We specialize in collecting and managing college and scholarship data so we've already done the work for you! It is very difficult to receive an effective response rate without established relationships with schools and scholarship providers.
- Because we have been collecting data for over 45 years, we have developed superior relationships with schools and providers and they trust Wintergreen Orchard House.
- Our data is collected annually so you receive the freshest and most accurate data available. The data is clean, un-biased, and we only report the facts! Our full time staff of editors works with the data on a daily basis to provide you with the best information around.
- We offer the flexibility you need to create or enhance the services you want for your target audience or various research initiatives.

## Data use examples:

From the top, XAP.com uses all of the data sets to power their sites, FindTuition.com uses the co-branded tool for its scholarship tool. CollegeNET.com's Mach25 Scholarship Search is based on the full scholarship data set. The Common Application uses the four-year college data for its member college search.



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## Who Is Wintergreen Orchard House?

For more than forty-five years, Wintergreen Orchard House has been recognized for the depth and breadth of their data as well as respected for its quality and integrity. We serve high school and independent counselors, educators, students, parents, librarians, colleges, universities, and career education centers, we and consider it our responsibility to provide the most accurate and current data at every level.

The college database was originally developed by the Graduate School of Education of Harvard University in the 1950's and was regularly updated through the years. Wintergreen Orchard House, founded in 1978, took over the database from Harvard and managed the distribution and maintenance.

In 2004, the company was acquired by Alloy Education, the education division of Alloy, Inc., one of the nation's largest youth marketing companies. Alloy and its multiple divisions target Generation Y, a key demographic segment comprising more than 60 million youth in the United States between the ages of 10 and 24.

## Alloy Education

Alloy Education is a division of Alloy Media + Marketing™, the world's largest non-traditional teen marketing company. Our relationship provides us access to a network of print, online, and direct marketing resources used to target the 14 - 24 age market:

- Careers and Colleges magazine
- CareersandColleges.com
- Private Colleges & Universities magazine
- Career Recruitment Media
- Direct Marketing

## Contact Information

For more information about the data leasing and co-branding options or to request data file layouts, pricing options, and packages, please contact:

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