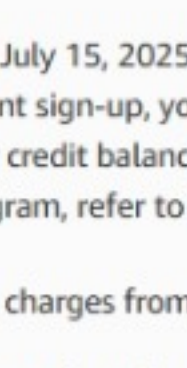




Amazon SES pricing

Why Amazon Simple Email Service (SES)?

Amazon Simple Email Service (SES) is a pay-as-you-go service based on the volume of emails sent and received. There are no subscriptions, no contract negotiations, and no minimum charges.



AWS Pricing Calculator

Calculate your Amazon SES and architecture cost in a single estimate.

[Create your custom estimate now »](#)

AWS Free Tier

As part of [AWS Free Tier](#), SES offers a flexible free tier which enables you to try the SES email features you need, free of charge. Free tier customers receive up to 3,000 message charges free each month for the first 12 months after you start using SES.

Starting July 15, 2025, new AWS customers will receive up to \$200 in AWS Free Tier credits, which can be applied towards eligible AWS services, including Amazon Simple Email Service. At account sign-up, you can choose between a free plan and a paid plan. The free plan will be available for 6 months after account creation. If you upgrade to a paid plan, any remaining Free Tier credit balance will automatically apply to your AWS bills. All Free Tier credits must be used within 12 months of your account creation date. To learn more about the AWS Free Tier program, refer to [AWS Free Tier website](#) and [AWS Free Tier documentation](#).

Message charges from these SES products are eligible for the SES free tier:

- Outbound emails
- Inbound emails
- Virtual Deliverability Manager outbound email processing

Sending a single email equals one message charge; receiving a single email also counts as one message charge. If you enable Virtual Deliverability Manager for your account, each email sent counts as two message charges.

For example: A customer could send 1,000 messages per month with Virtual Deliverability Manager enabled (2,000 message charges) and receive 1,000 emails (1,000 message charges) without exceeding the revised SES free tier limit of 3,000 message charges. You can read [this blog post](#) for more examples.

Free tier messages charges will apply first to the more expensive charges (e.g. outbound messages) in situations where multiple products are in use.

Any combination up to 3,000 message charges per month will be included in the free tier for 12 months after you start using SES. Customers who started using SES before August 1st, 2025, will have access to the SES free tier for one year (until August 2024).

Note: You pay for outgoing mail data, incoming mail chunks, EC2 data transfer fees, and add-on features such as Dedicated IP Addresses (if applicable), even if your usage of Amazon SES qualifies for the AWS Free Usage Tier.

Amazon SES Pricing

With Amazon SES, you pay only for what you use with no minimum fees or mandatory service usage. You are billed separately for sending and receiving emails, data usage, and additional features. Amazon SES provides billing transparency and low prices because you only pay for the features you use.

SERVICE TYPE	PRICE	ADDITIONAL CHARGES
Outbound email	\$0.10/1000 emails	\$0.12 per gigabyte (GB) of data in the attachments you send*
Global Endpoints	\$0.03/1000 emails	On top of base sending price only when sent through multi-region endpoint ID****
Inbound email	\$0.10/1000 emails	\$0.09 for every 1,000 incoming email chunks (see Pricing details for more information)
Email Validation		
	\$0.01 per validation	\$0.01 per email address validated using API or console
	\$0.01/1000 validations	\$0.01 for every 1,000 validations using Auto Validation*****
Mail Manager		
-Open ingress endpoint**	\$50 per month per endpoint	
-Email processing***	\$0.15/1000 emails	\$0.09 for every 1,000 incoming email chunks (see Pricing details for more information)
	\$0.10/1000 recipients after the first recipient on an email	Only applies when using the "Send to Internet" rule action
-Archiving	\$2 per GB of emails ingested \$0.19 per GB per month for storing and searching the archive	
-Email add ons	Varies based on the add on solution you choose	
Amazon Connect Email	Depends on configuration	Learn more on the Connect Pricing page
Deliverability Expert Services	Contact us	Learn more on the Deliverability Expert Services section of the Amazon SES Features page

* You might incur additional data transfer charges for using EC2

** An Open Ingress endpoint offers exclusive resources, allowing customers to receive emails directly to their domain. Additionally, we provide a complimentary authenticated ingress endpoint that only accepts emails from credentialed senders.

*** Email processing refers to emails processed by Mail Manager regardless of inbound receiving or outbound sending.

**** You might incur additional data transfer charges for moving your sending workload to your second configured Global Endpoints Region.

***** You can use the Amazon Web Services Monthly Calculator to estimate your monthly charges for using Amazon SES. Please note that the pricing calculator does not currently include SES Free Tier discounts.

***** Email sending charges still apply for email sends where Auto Validation suppresses a recipient address due to the address's failure to meet the validation threshold you set.

ADD ON FEATURES	PRICE	NOTES
Tenants	\$0.005 per month per tenant	
	\$0.005/1000 emails	
Dedicated IPs		
- Standard	\$24.95 per month per IP	
- Managed	\$15 per month per account	
	\$0.08/1000 emails	0-10M emails per month
	\$0.04/1000 emails	10M-50M emails per month
	\$0.02/1000 emails	50M-100M emails per month
	Contact us	>100M emails per month
Bring Your Own IP Addresses (BYOIP)*	\$24.95 per month*	
Inbox Deliverability: Virtual Deliverability Manager	\$0.07/1000 emails	0-10M emails per month
	\$0.05/1000 emails	10M-100M emails per month
	\$0.02/1000 emails	>100M emails per month
	\$0.0005/1000 queries	First 5,000 queries each month are free

* The minimum number of addresses you can bring is 256 which creates a minimum cost of \$24.95 x 256 = \$6,387.20 per month.

** You can refer to [Pricing details](#) for more information.

Pricing Examples

Pricing Example 1

You use Amazon SES to send about **250,000** email per month. You receive **1,000** emails per month. You don't use dedicated IP addresses. You send your email using an application that isn't hosted on Amazon EC2. Every message you send and receive is **32KB** in sizes.

Pricing Example 2 – Adding Dedicated IPs

You have **3** dedicated IP addresses (standard), and you use them to send **2,000,000** messages per month from an application hosted on an Amazon EC2 instance. You also receive **250,000** incoming messages. Every message you send and receive is **32KB** in size.

Pricing Example 3 – Dedicated IPs (standard) vs. Dedicated IPs (managed)

You use SES to send **80,000,000** messages per month for an application hosted on an Amazon EC2 instance. To support periodic peak sending volume, you choose to use **30** dedicated IPs to maintain good sending reputation and speed. By comparing the cost between dedicated IPs (standard) and dedicated IPs (managed), for your specific use case, using Dedicated IPs (standard) has lower total cost.

Pricing Example 4 – Mail Manager

You use Amazon SES Mail Manager to receive about **300,000** emails per month for your organization. You use **1** Open Ingress Endpoint to receive external emails and set up an Authenticated Ingress Endpoint for internal emails. Every message you send and receive is **50KB** in sizes.

Pricing Example 5 – Mail Manager with Add-Ons

You use Amazon SES Mail Manager to receive about **500,000** emails per month for your organization, and also send about **500,000** emails per month via SMTP. You use **2** Open Ingress Endpoints to receive external emails and set up 1 Authenticated Ingress Endpoint for outbound sending. Every message you send and receive is **50KB** in sizes. For outbound emails, you want to keep record for future auditing, thus using Archiving Add-ons. You also use Trend Micro Add On to scan virus for incoming emails.

Pricing details

Email messages

You pay \$0.10 for every 1,000 emails you send or receive.

When you send a single message to several recipients, you pay for each recipient. For example, if you send a single email with 10 recipients on to "To:" line, you pay the same amount you would if you sent 10 emails to individual recipients.

When you set up Amazon SES to receive email, you create receipt rules. In a receipt rule, you define a recipient (or group of recipients), and specify what Amazon SES does when it receives the email. When an incoming message is addressed to at least one email address that matches an address in an active receipt rule, you pay for that message. For example, if you receive one email that is addressed to 10 addresses on your domain, and your receipt rules apply to all 10 recipients, you only pay for a single message.

Outgoing data charges

You pay \$0.12 per gigabyte (GB) of data in the attachments you send. This data includes headers, message content (including text and images), and attachments.

Outgoing data charges are not eligible for the AWS Free Usage Tier. You pay outgoing data charges regardless of whether you send email from an application hosted in EC2 or from an application hosted elsewhere.

Incoming mail chunks

An incoming mail chunk is 256 kilobytes (KB) of incoming data, including headers, message content (text and images), and attachments. When you use Amazon SES to receive email, you pay \$0.09 for every 1,000 incoming mail chunks.

We only count complete incoming mail chunks. For example, if you receive 768KB of incoming email, we count it as three incoming mail chunks. If you receive 259KB of incoming email, we count it as zero incoming mail chunks.

Dedicated IP addresses

Standard:

You can lease a sending IP address that's reserved for your exclusive use. You pay \$24.95 per month for each dedicated IP address you lease. If you lease a dedicated IP address in the middle of a month, we adjust the price for the first month based on the number of days remaining in the month.

If you no longer want to lease a dedicated IP address, we adjust the fee you pay for the final month based on the number of days that have already elapsed in the current billing cycle.

Managed:

You can choose to use dedicated IPs based on your actual usage instead of per dedicated IP. The starting price for dedicated IPs managed is \$15 per month per account fixed subscription fee, then \$0.08 per 1000 emails. Your price will decrease once the sending volume meets certain threshold (see pricing table above).

You can start using dedicated IPs managed any time during your billing cycle and will only be charged by the actual usage. If you no longer want to lease dedicated IPs, you won't be charged anymore.

Bring Your Own IP Addresses (BYOIP)

Amazon SES includes an optional feature called Bring Your Own IP (BYOIP). This feature lets you use a range of IP addresses that you own to send email with Amazon SES. If you use BYOIP, you pay \$24.95 per month for each IP address in the IP range. The minimum number of addresses you can bring is 256 which creates a minimum cost of \$24.95 x 256 = \$6,387.20 per month. To learn more, see the [Amazon SES Developer Guide](#).

Virtual Deliverability Manager

Virtual Deliverability Manager costs \$0.07 for each 1,000 email messages you send, in addition to other SES charges such as email sending charges. Your price will decrease once the sending volume meets certain thresholds (see pricing table above). Accessing Virtual Deliverability Manager information through the AWS console, CLI, or API costs \$0.0005 for each 1,000 queries. Your first 5,000 queries each month are free.

Deliverability Expert Services (DES)

When emails consistently reach inboxes and drive recipient action, businesses see tangible returns on their marketing investments through increased conversions and sales. Strong delivery rates, supported by a positive sender reputation, keep communication channels open with customers and prospects – an essential foundation for any email marketing strategy. Deliverability Expert Services (DES) helps you improve your deliverability rates without deep knowledge about email sending. You get actionable recommendations, and can quickly learn how to use the right tooling to get answers self-service (such as Virtual Deliverability Manager). DES is billed at a flat fee for each 3 month engagement (contact us as described below for more information).

DES experts are available today by request, just open a ticket with AWS Support to request a DES engagement and verify regional availability.. You will start by meeting with DES experts to plan the engagement and discuss an overview of your current reputation performance, along with any initial recommendations. During the engagement, DES experts help you address gaps in sending configuration, troubleshoot deliverability challenges, and optimize deliverability metrics such as inbox placement. At the end of the engagement, you will receive a personalized report summarizing your current deliverability performance. This includes improvements that were made during the engagement, such as increased delivery rates, higher open rates, and improved click rates. DES experts offer industry-leading expertise, and can help you with everything from template review for high-risk content, to recipient list management, to targeting strategy, and sending authorization through technologies like SPF, DKIM, and DMARC.

Fees for using other AWS Services

Depending on how you set up and use Amazon SES, you may pay monthly fees for using other AWS Services. For example:

- If you send email by using an application hosted in Amazon EC2, you pay for your compute usage, as well as data transfer fees for the data you send out of EC2. For more information, see [Amazon EC2 Pricing](#).
- If you transfer incoming messages to an Amazon Simple Storage Service (Amazon S3) bucket, you pay based on amount of data you store. For more information, see [Amazon S3 Pricing](#).
- If you receive notifications by using Amazon Simple Notification Service (Amazon SNS), you pay based on the number of notifications you receive. For more information, see [Amazon SNS Pricing](#).
- If you use custom dashboards or metrics in Amazon CloudWatch, you pay additional monthly fees based on the number of custom metrics and dashboards you create. For more information, see [Amazon CloudWatch Pricing](#).

You can estimate your monthly charges for all AWS Services by using the [Billing Dashboard](#) in the AWS Management Console.

Additional pricing resources

AWS Pricing Calculator

Easily calculate your monthly costs with AWS.

Get pricing assistance

Contact AWS specialists to get a personalized quote.

Next steps

Find out how Amazon SES works

→

Improve inbox placement

→

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