



# Anchor MAX Advantage Business Owners at Home

## MAXimum Deliverability

*Unique Hygiene & Verification for every name – Unparalleled Guarantee*

*(Triple refund or credit for list rental names returned exceeding 3% when mailed within 30 days)*

<b>4,160,406</b>	<b>Postal</b>	<b>\$35/M</b>
<b>3,034,085</b>	<b>Phone</b>	<b>\$55/M</b>
<b>1,470,704</b>	<b>Email</b>	<b>\$135/M</b>

<b>MAX List Code</b>	MAX001
<b>Minimum Order</b>	10,000
<b>Source</b>	Compiled

Reach over 4 million business owners at their home address with this comprehensive file phone verified using the 411 Database. These consumers are decision-makers at work and at home. Target these business owners with investment, banking, travel, publications, office supplies, insurance as well as any consumer offers.

### Addressable Material

Diskette or CD	\$25.00/F
Pressure Sensitive	\$10.00/M
Electronic transfer	\$15.00/F
E-Mail deployment	\$18.00/M

The business owners at home address list has been compiled and created through a combination of large scale and diverse databases from public, private, government and proprietary sources.

### Other Selections

Marital Status	\$5.00/M
Income Ranges	\$10.00/M
Adult Age	\$5.00/M
Education	\$5.00/M
Ethnic Heritage	\$10.00/M
Gender	\$5.00/M
Geography	\$5.00/M
Telephone Number	\$20.00/M

<b>Gender</b>		<b>Education</b>	
Male	2,533,737	High School	1,520,858
Female	1,903,068	College	1,139,768
		College Degree	878,050
<b>Marital Status</b>		Graduate Degree	542,015
Single	205,974	<High School	378,664
Married	2,947,067		
		<b>Ethnic Heritage</b>	
<b>Income Ranges</b>		African	3,906
Less than \$50,000	1,742,967	African American	182,507
\$50,000-\$100,000	1,680,878	Asian	110,086
\$100,000-\$150,000	637,950	Eastern Europe	140,716
\$150,000-\$200,000	218,367	Western Europe	906,459
Over \$200,000	177,713	United Kingdom	2,143,745
		Scandinavian	93,188
<b>Adult Age</b>		Hispanics	232,257
Under 30	141,325	Jewish	96,481
30-49	1,729,347	Middle East	19,545
50-69	1,997,146	Other	364,438
70+	591,815		

### Sample Mail Piece Required

#### Manager

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Each and every name is compared to the 411 Database, the 48 month NCOA<sup>Link®\*\*</sup> Database, and DPV<sup>TM\*\*</sup> (Validates Known Address Records) to assure maximum deliverability minutes before the release of names.

Actual quantity of names will be reduced as a result of our extensive verification. NCOA<sup>Link®</sup> can only be used when the file is mailed. Only those names and addresses verified will be provided.

#### PRICING:

Prepayment required for first time renters. Payment due 30 days from mail date. 7% discount on prepaid orders.

Volume discounts and private database inclusion are available. Please Inquire.

Multiple use for a period of one year: Base price times 2.

Multi-Channel pricing: Postal/Phone \$80/M; Postal/Email \$155/M; Email/Phone \$175/M; Postal/Phone/Email \$210/M.

Cancellation Fees: \$50/F plus \$10/M run charge. Orders cancelled 10 days prior to mail date payment is due in full. Cancellations must be received in writing 10 days prior to the mail date.

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*“Your Direct Marketing Boutique”*

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