



# Anchor MAX Advantage Female Executives

## *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>1,420,831</b> | <b>Postal</b> | <b>\$35/M</b>  |
| <b>1,142,064</b> | <b>Phone</b>  | <b>\$55/M</b>  |
| <b>502,264</b>   | <b>Email</b>  | <b>\$135/M</b> |

Reach over 1.4 million women executives who are the movers and shakers of the business world. These female executives are the key decision makers in companies of every size. Target these professional women with investment, banking, travel, publications, office supplies, insurance as well as any consumer offers.

The female executives list has been compiled and created through a combination of large scale and diverse databases from public, private, government and proprietary sources.

**Selections:**

|                       |         |                         |         |
|-----------------------|---------|-------------------------|---------|
| <b>Women Owned</b>    | 542,584 | <b>Industry</b>         |         |
| <b>Job Function</b>   |         | Agriculture             | 24,008  |
| C-Level               | 7,819   | Mining                  | 1,735   |
| President             | 73,204  | Construction            | 28,965  |
| Top Mgmt/Corp         | 62,266  | Manufacturing           | 69,421  |
| Owner/Partner         | 558,165 | Transportation, Comm.   | 35,436  |
| Financial             | 5,862   | Wholesale (Durable)     | 28,602  |
| Sales & Marketing     | 49,480  | Wholesale (Non-Durable) | 15,088  |
| Human Resources       | 629     | Retail                  | 347,187 |
| Middle Mgmt           | 510,704 | Finance/Ins/Real Estate | 140,329 |
| IT/Technical          | 2,088   | Services                | 641,959 |
| Administrative        | 17,375  | Public Administration   | 19,534  |
| Professional          | 14,723  | <b>Employee Size</b>    |         |
| Supervisory           | 14,346  | 1-9                     | 938,102 |
| <b>Number of PC's</b> |         | 10-49                   | 378,298 |
| 1                     | 523,282 | 50-99                   | 41,935  |
| 2-9                   | 429,587 | 100-499                 | 22,103  |
| 10-29                 | 67,946  | 500-4999                | 5,842   |
| 30+                   | 19,027  | 5000+                   | 7,070   |

Also Available: Sales Volume, Credit Worthiness

**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.

|                      |          |
|----------------------|----------|
| <b>MAX List Code</b> | MAX002   |
| <b>Minimum Order</b> | 10,000   |
| <b>Source</b>        | Compiled |

**Addressable Material**

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

**Other Selections**

|                   |           |
|-------------------|-----------|
| Business/Industry | \$5.00/M  |
| Sales Volume      | \$10.00/M |
| Employee Size     | \$10.00/M |
| Job Function      | \$10.00/M |
| Number of PCs     | \$5.00/M  |
| Women Owned       | \$5.00/M  |
| Credit Rating     | \$10.00/M |
| Geography         | \$5.00/M  |
| Telephone Number  | \$20.00/M |

**Sample Mailing 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.

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**Marketing Advisory Group, Inc.**

*"Your Direct Marketing Boutique"*

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