



# Anchor **MAX** Advantage Construction Trade

## *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>383,847</b>	<b>Postal</b>	<b>\$50/M</b>
<b>383,847</b>	<b>Phone</b>	<b>\$85/M</b>

Reach over 300,000 individuals in the construction trade phone verified using the 411 Database. These individuals who have discretionary budgets and who are responsible for the decision making functions in their companies, are aware and seek opportunities for cost saving products and services. The construction trade list has been compiled and created through a combination of large scale and diverse databases from public, private, government and proprietary sources.

<b>Job Function</b>	<b>Employee Size</b>	
C-Level	225,870	1-9 273,330
President	33,492	10-49 87,804
Top Mgmt/Corp	231,509	50-99 9,904
Owner/Partner	189,503	100-499 5,388
Financial	864	500-4999 488
Sales & Marketing	611	5000+ 26
Human Resources	45	
Middle Mgmt	72,943	<b>Sales Volume</b>
IT/Technical	210	<500K 130,283
Administrative	251	500K – 1,000M 104,099
Professional	21	1,000M – 5,000M 109,483
Supervisory	13	5,000M – 20,000M 23,523
		20,000M – 50,000M 3,685
<b>URL's</b>	28,983	50,000M – 100,000M 702
		+100,000M 130

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**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.

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>	MAX012
<b>Minimum Order</b>	10,000
<b>Source</b>	Compiled

**Addressable Material**

Diskette or CD	\$20.00/F
Pressure Sensitive	\$10.00/M
Electronic transfer	\$15.00/F

**Other Selections**

Sales Volume	\$10.00/M
Employee Size	\$10.00/M
Job Title	\$10.00/M
URL's	\$20.00/M
Geography	\$5.00/M
Telephone Number	\$20.00/M

**Sample Mailing Piece Required**

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**Manager**  
Fran Cohen  
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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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