



# Anchor **MAX** Advantage Carpenters/Woodworking 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>59,340</b> | <b>Postal</b> | <b>\$35/M</b>  |
| <b>59,340</b> | <b>Phone</b>  | <b>\$55/M</b>  |
| <b>22,388</b> | <b>Email</b>  | <b>\$135/M</b> |

Reach Carpenters and Woodworkers at their home with this verified file. These wage earning consumers have discretionary spending needs and preferences focusing on their individual lifestyles. Selectable using attributes that support many viable offers.

The Carpenters/Woodworking at Home list has been compiled and created through a combination of large scale and diverse databases from public, private, government and proprietary sources.

|                       |        |               |        |
|-----------------------|--------|---------------|--------|
| <b>Marital Status</b> |        | <b>Gender</b> |        |
| Single                | 5,091  | Male          | 54,309 |
| Married               | 54,249 | Female        | 1,239  |
|                       |        | Unknown       | 3,792  |

  

|                      |        |                  |        |
|----------------------|--------|------------------|--------|
| <b>Income Ranges</b> |        | <b>Adult Age</b> |        |
| Less than \$50,000   | 20,769 | Under 30         | 7,121  |
| \$50,000-\$100,000   | 21,956 | 30-49            | 19,582 |
| \$100,000-\$150,000  | 10,088 | 50-69            | 22,549 |
| \$150,000-\$200,000  | 3,560  | 70+              | 10,088 |
| Over \$200,000       | 2,967  |                  |        |

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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.*

*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>MAG List Code</b> | <b>MAX042</b>   |
| <b>Minimum Order</b> | <b>10,000</b>   |
| <b>Source</b>        | <b>Compiled</b> |

**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**

|                  |           |
|------------------|-----------|
| Marital Status   | \$5.00/M  |
| Income Ranges    | \$10.00/M |
| Adult Age        | \$5.00/M  |
| Gender           | \$5.00/M  |
| Geography        | \$5.00/M  |
| Telephone Number | \$20.00/M |

**Sample Mailing Piece Required**

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**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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