



Anchor **MAX** Advantage Blue Collar Workers 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)*

1,852,565	Postal	\$35/M
1,852,565	Phone	\$55/M
700,733	Email	\$135/M

Reach Blue Collar Workers 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 Blue Collar Workers at Home list has been compiled and created through a combination of large scale and diverse databases from public, private, government and proprietary sources.

Marital Status		Gender	
Single	197,717	Male	1,333,075
Married	1,654,848	Female	358,482
		Unknown	161,009

Income Ranges		Adult Age	
Less than \$50,000	621,112	Under 30	212,953
\$50,000-\$100,000	656,605	30-49	585,620
\$100,000-\$150,000	301,683	50-69	674,351
\$150,000-\$200,000	106,476	70+	301,683
Over \$200,000	88,730		

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.

MAG List Code	MAX058
Minimum Order	10,000
Source	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

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

Manager
Fran Cohen
fran@mag4lists.com
P-631-264-3802
F-631-264-3806

Each and every name is compared to the 411 Database, the 48 month NCOA^{Link®**} Database, and DPV^{TM**} (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^{Link®} can only be used when the file is mailed. Only those names and addresses verified will be provided.

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