

SEGMENTS		
Segment Name	Segment Count	Rate
Total Universe / Universe Rate	100,000,000	\$100.00/M
Donor International Aid	6,129,000	\$120.00/M
Donor Mail Order	3,069,000	\$120.00/M
Donor Charitable	6,908,700	\$120.00/M
Donor Animal	1,171,500	\$120.00/M
Donor Arts	1,659,000	\$120.00/M
Donor Kids	1,764,400	\$120.00/M
Donor Environment	4,600,000	\$120.00/M
Donor Health	1,934,300	\$120.00/M
Donor International Aid	6,129,000	\$120.00/M
Donor Political	5,563,300	\$120.00/M
Donor Religious	1,673,900	\$120.00/M
Donor Veterans	1,246,500	\$120.00/M

MEDIA TYPE
Consumer
Email, Postal, Phone

SOURCE
Compiled lists, Opt-in e-mail

GEOGRAPHY
USA

OPT-IN
Opt-in

SELECTS	
Description	Rate Units (N/C)
AGE	\$15.00/M
GENDER	\$5.00/M
GEO	\$15.00/M
HOUSEHOLD INCOME	\$15.00/M
EMAIL	\$20.00/M
PHONE NUMBER	\$20.00/M

AVERAGE INCOME	
Value	not available

GENDER	
Male	51.00%
Female	49.00%

MINIMUM ORDER	
Minimum Quantity	5,000
Minimum Price	\$500.00

REUSE	
Please inquire	

CANCELLATION	
Charges	\$150.00/F

KEY CODING	
Key Coding is available	
Charges	\$5.00/M

ADDRESSING	
Name	Rate
FTP	\$50.00/M
EMAIL	\$50.00/M

IDENTIFICATION CODES	
NextMark ID	256207
mIn ID	348822
SRDS ID	

MAINTENANCE	
Market Entry	03/03/2025
Counts Through	03/05/2025

DATA CARD MAINTENANCE	
New To System	01/27/2009
Last Update	03/17/2025
Next Update	06/03/2025
Update Frequency	QUARTERLY

NET NAME ARRANGEMENTS	
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DESCRIPTION

MaxConsumer powered by Anchor. Non-Profit Organizations can revolutionize their fundraising efforts by precisely identifying and engaging with donors most likely to contribute to their causes. With access to detailed donor profiling, historical giving patterns, and philanthropic inclinations, organizations can strategically segment their outreach to maximize donations. Whether targeting supporters of healthcare initiatives, political movements, religious charities, animal welfare, or veteran assistance programs, MaxConsumer ensures that non-profits can craft highly personalized and effective campaigns. By leveraging insights into demographics, household income, and giving history, charities can foster stronger donor relationships, increase repeat contributions, and expand their reach to new, high-value supporters.

Contact:

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Net Name is allowed	
Floor	0%
Minimum Quantity	5,000
Run Charges	

EXCHANGES	
Exchange is not allowed	