

MaxConsumer - Educational

SEGMENTS		
Segment Name	Segment Count	Rate
Total Universe / Universe Rate	100,000,000	\$100.00/M
Educational Level Unknown	12,587,400	\$90.00/M
Completed High School	76,466,000	\$135.00/M
Completed College	73,923,000	\$135.00/M
Completed Graduate School	22,517,000	\$135.00/M
Attended Vocational/Technical	2,769,000	\$135.00/M

MEDIA TYPE
Consumer
Email, Postal, Phone

SOURCE
Compiled lists

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	55.00%
Female	45.00%

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
EMAIL	\$50.00/F
FTP	\$50.00/M

IDENTIFICATION CODES	
NextMark ID	660911
mIn ID	
SRDS ID	

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

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

NET NAME ARRANGEMENTS	
Please inquire	

EXCHANGES	
Exchange is not allowed	

DESCRIPTION

MaxConsumer powered by Anchor. The education sector benefits from granular data that allows for targeted outreach to students, parents, and educational institutions. Schools, universities, and e-learning platforms can leverage household and demographic data to connect with families actively seeking educational resources. With precise insights into the number of children per household, their age groups, and purchasing behaviors related to learning materials, school supplies, and tutoring services, institutions can design marketing strategies that effectively engage prospective students and their parents. From college recruitment to early childhood education programs, MaxConsumer enables educational organizations to pinpoint their ideal audience, improve enrollment rates, and enhance student retention strategies.

*samples for education records or appends will require approval

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