The most prominent features of WiMAX (IEEE 802.16 standard) are its wide coverage and high speed data-rate. A segmentation for WiMAX subscribers is needed by operators in order to reach all available subscriber types (class 1=Platinum, class 2=Gold, dan class 3=Silver). A segmentation for WiMAX subscribers could also optimize the use of available bandwidth, according to the characteristics of each subscriber type. By segmenting potential customers, operators need to differentiate their tariff to reach expected profit. We evaluated tariffs composition scheme for segmented customers in metropolitan and rural area as general reference for operators. The calculations are based on model and algorithm considering WiMAX technical configurations, operator’s profit expectation, cost per users and tariff offered. The algorithm applied several models to meet possible classification and segmentation. As calculation example, we use specific parameters on typical WiMAX Business Model.