



## AMERICAN BALLET THEATRE

American Ballet Theatre is recognized as one of the great dance companies in the world. Few ballet companies equal ABT for its combination of size, scope and outreach. Recognized as a living national treasure since its founding in 1940, ABT annually tours the United States, performing for more than 600,000 people, and is the only major cultural institution to do so. Their audience is comprised of affluent and educated individuals.

This file consists of subscribers and single ticket buyers collected through Direct Mail responses. The majority of these buyers live in the New York City metropolitan area. ABT's buyers spend an average of \$275.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month buyers (MET and City Center), state, SCF, zip code, gender and ethnicity.

This list is recommended for arts, fashion, travel, financial services, and any upscale offers.

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$105.00/M
Minimum Order	5,000
Total File	114,085
Last 12-Month MET Buyers	19,154
Last 12-Month City Center Buyers	2,935

Counts and NCOA are updated semi-annually

### AVAILABLE SELECTIONS

State/SCF/Zip	\$5.00/M
Gender	\$5.00/M
Ethnicity	\$5.00/M
Keycoding	\$1.00/M

### ADDRESSING

Email	\$50 Flat
P/S Labels	\$6.00/M
Magnetic Tape	\$25 Flat
Cartridge	\$25 Flat
Cheshire Labels	No Charge

### GENERAL COMMENTS

- Net Name Arrangement: 85% on orders over 50,000 PLUS \$7.50/M running charges
- Allow 10 business days to process orders
- Cancellations: After mail date payment is required in full.
- Sample mail piece required with EVERY order.
- Commission: 20% on base rate to authorized brokers

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