



CARNEGIE HALL

Carnegie Hall, America's pre-eminent presenter of the world's finest classical and popular music artists, offers a list of affluent and educated ticket buyers and donors. These buyers are sophisticated, discriminating and responsive patrons of the arts.

This file consists of subscribers and single ticket buyers collected through Direct Mail, Space Advertising and Website responses. The majority of these buyers live in the New York City metropolitan area. Carnegie Hall buyers spend an average of \$300.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month buyers, donors, venue, state, SCF, zip code, gender and ethnicity.

Recommended for charitable, civic, and arts appeals, book/music/video clubs, magazines, financial services, credit card and business offers, travel, and upscale gift and clothing catalogs.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$100.00/M
Non-Profit	\$50.00/M

Minimum Order Non-Profit	7,000
Minimum Order For-Profit	5,000

Total Buyers	174,156
Last 12-Month Buyers	36,342
Last 12-Month Subs	4,297
Last 12-Month STBs	32,045

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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