



THE CULTURE PROJECT

The Culture Project produces theatrical and musical events with a particular emphasis on cross-disciplinary works that influence social and aesthetic values. The Culture Project has become the destination for cutting edge cultural events and a hotbed of political activity. The political and cultural nature of their shows attracts a diverse and socially conscious audience.

This file consists of single ticket buyers collected through Direct Mail responses. The majority of these buyers live in the New York City metropolitan area. Culture Project buyers spend an average of \$100.00 per transaction.

This file is NCOA'd once a year. Selections available are last 12-month buyers, show, state, SCF, zip code, gender and ethnicity.

This file is recommended for arts offers, book/music/video clubs, magazines, financial services, travel, fashion, and upscale gift and clothing catalogs.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$80.00/M
Minimum Order	5,000
Counts Through	08/01/2008
Total File	110,026
Last 12-Month Buyers	3,881

Update Schedule: Annually

AVAILABLE SELECTIONS

Show	\$5.00/M
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: Not Available
- 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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