



## GEORGE STREET PLAYHOUSE

As the leading light in New Brunswick, New Jersey's thriving cultural community, George Street Playhouse's reputation as a producer of timeless and innovative professional theatre attracts an audience of affluent, educated, and sophisticated direct mail responsive individuals.

This file consists of subscribers and single ticket buyers collected through Direct Mail and Space Advertising responses. The majority of these buyers live in New Jersey. George Street Playhouse's buyers spend an average of \$264.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month buyers, 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               | \$90.00/M |
| Non-Profit Rental    | \$85.00/M |
| Minimum Order        | 5,000     |
| Total File           | 7,292     |
| Last 12-Month Buyers | 3,679     |
| Last 24-Month Buyers | 7,292     |

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: 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

#### CONTACT:

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