



## HOUSTON SYMPHONY

Founded in 1913, the Houston Symphony is one of America's oldest performing arts organizations, with a rich history of musical excellence. The Houston Symphony fills each busy season with more than 170 concerts attended by an estimated 350,000 people each year. It has become widely acclaimed as one of the top orchestras in the world.

This file consists of subscribers and single ticket buyers collected through Direct Mail responses. The majority of these buyers live in the Houston metropolitan area. Houston Symphony's buyers spend an average of \$400.00 per transaction.

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

This list is 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	\$80.00/M
Minimum Order	5,000

Total File	151,031
Last 12-Month Classical Buyers	3,640
Last 12-Month Pops Buyers	2,220
Family Buyers	4,899

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

#### CONTACT:

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