



KENNEDY CENTER FOR THE PERFORMING ARTS

The John F. Kennedy Center for the Performing Arts, located in Washington DC, serves a dual role as presidential memorial and national performing arts center. Since opening in 1971 more than 29 million patrons have enjoyed performances by the National Symphony Orchestra, plus America's greatest ballet, theatre, jazz, dance and children's events.

This file consists of single ticket buyers collected through Direct Mail and Space Advertising responses. The majority of these buyers live in the Washington D.C. metropolitan area. Kennedy Center single ticket buyers spend an average of \$200.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month single ticket buyers (rentals only), Sondheim single ticket buyers, 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 (13+ Months STBs only)	
Rental	\$80.00/M
Sondheim STBs	\$140.00/M
Non-Profit (by request only)	\$40.00/M

Minimum Order 5,000

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

- ALL Rental orders must be PRE-PAID
- Net Name Arrangement: 85% on orders over 50,000 PLUS \$7.50/M running charges
- **Allow 15 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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