



MANHATTAN THEATRE CLUB

A national leader for theatrical innovation, the award winning Manhattan Theatre Club has attracted a loyal, sophisticated and informed audience since it's founding in 1970. Its seven-play season is committed to producing new works on and off Broadway. Recent plays have included "Sight Unseen", "Doubt", "The Other Side", "Brooklyn Boy", and "Proof" among many others.

This file consists of subscribers and single ticket buyers collected through Direct Mail responses. The majority of these buyers live in the New York City metropolitan area. MTC buyers spend an average of \$400.00 per transaction.

This file is NCOA'd twice a year. Selections available are last 12-month buyers, show (Current and Last Season), state, SCF, zip code, gender and ethnicity.

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

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$100.00/M
Minimum Order	5,000
Total File Buyers	221,503
Last 12-Month Buyers	10,912
Last 12-Month Subs	1,759
Last 12-Month STBs	13,413

Counts and NCOA are updated semi-annually

AVAILABLE SELECTIONS

Show (Current & Last Season)	\$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: 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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