



## NEW YORK CITY CENTER

City Center serves as the regular venue for seven of the nation's foremost dance companies including Alvin Ailey, Merce Cunningham, Martha Graham, Joffrey Ballet and Paul Taylor. In addition, City Center Encores! presents critically acclaimed musical theatre revivals.

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. New York City Center's buyers spend an average of \$250.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month buyers (Encores, Dance, and Non-Dance), state, SCF, zip code, gender and ethnicity.

These buyers are excellent prospects for offers such as book clubs, magazine subscriptions, upscale catalogs, general merchandise, educational materials, crafts, gardening, fine and performing arts, apparel, children's goods and services and many more.

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$80.00/M
Encores Buyers	\$90.00/M
Minimum Order	5,000

Total File	152,650
Last 12-Month Encores Buyers	4,420
Last 12-Month Dance Buyers	17,771

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
- No Fundraising/Membership Offers

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