



NEW YORK CITY OPERA

As one of America's premier opera companies, City Opera presents the classics, new operas, and innovative productions of the rarely-performed. It provides an internationally- renowned showcase for exceptional, young talent.

This file consists of subscribers and single ticket buyers collected through Direct Mail responses and Space Ads. The majority of these buyers live in the New York metropolitan area. New York City Opera's buyers spend an average of \$300.00 per transaction. 58% earn over \$75,000 per year; 55% are under the age of 49; 65% are married.

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 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	76,780
Last 12-Month Subs	8,541
13-24 Month Buyers	21,522

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
- Most fundraising offers not allowed.

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