



## PAPER MILL PLAYHOUSE

The immensely popular Paper Mill Playhouse specializes in shows with broad popular appeal, including such hit musicals as "Guys and Dolls" and "Ragtime." Their loyal audience, drawn from the affluent suburbs of New York City, has named Paper Mill Playhouse "The State Theatre of New Jersey."

This file consists of subscribers and single ticket buyers collected through Direct Mail responses. The majority of these buyers live in New Jersey. Paper Mill's buyers spend an average of \$250.00 per transaction.

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

Demographics: Average household income: \$175,000/year, Average Age is 52

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$90.00/M
Minimum Order	5,000
Total File	67,571
Last 12-Month Buyers	16,858

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

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