



## PERFORMANCE SPACE 122

Performance Space 122 (PS 122) specializes in innovative performance art featuring the latest developments in dance, performance art, music, film and video. These ambitious patrons of the arts are from some of the most affluent neighborhoods in Manhattan.

This file consists of buyers collected through Direct Mail and Space Advertising responses. The majority of these buyers live in the New York City metropolitan area. PS 122's buyers spend an average of \$100.00 per transaction.

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

These buyers are excellent prospects for fundraising, performing arts, fashion, travel, and all upscale offers.

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$80.00/M
Minimum Order	5,000
Total File	22,694
2007-08 Buyers	9,293
2006-07 Buyers	9,639

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: Not Available
- 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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