



## AMERICAN CONSERVATORY THEATER

American Conservatory Theater is the award-winning Off-Broadway theater that produces great plays simply and truthfully utilizing an artistic ensemble. Founded in 1985 by David Mamet and William H. Macy, Atlantic believes that the story of a play and the intent of its playwright are at the core of the creative process. The plays in the Atlantic repertory, from both new and established playwrights, are boldly interpreted by today's finest theater artists and resonate with contemporary audiences.

This file consists of subscribers and single ticket buyers collected through Direct Mail responses. The majority of these buyers live in the San Francisco Bay area.

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

This file is recommended for arts offers, book/music/video clubs, magazines, and museums.

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$90.00/M
Minimum Order	5,000
Total File Buyers	24,465
Last 12-Month Subs	2,526
Last 12-Month STBs	3,981
13-24-Month Subs	1,243
13-24-Month STBs	4,624

Counts and NCOA are updated semi-annually

### AVAILABLE SELECTIONS

Show (Current & Last Season)	\$8.00/M
State/SCF/Zip	\$8.00/M
Gender	\$5.00/M
Ethnicity	\$8.00/M
Keycoding	\$1.00/M

### ADDRESSING

Email	\$60 Flat
P/S Labels	\$11.00/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

CONTACT:

[listmanager@enertexmarketing.com](mailto:listmanager@enertexmarketing.com)

PH: 212-532-3115