



ATLANTIC THEATER COMPANY

Atlantic Theater Company 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 New York City metropolitan area Atlantic Theater Company buyers spend an average of \$65.00 per transaction.

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

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

COUNTS & UPDATE SCHEDULE

Exchange ONLY

Minimum Order 5,000

Total File Buyers 19,185

Last 13-24-Month Subs 2,835

Last 12-Month STBs 5,832

Counts and NCOA are updated semi-annually

AVAILABLE SELECTIONS

Show (Current & Last Season)

State/SCF/Zip

Gender

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

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