



AUTRY NATIONAL CENTER

Founded by America's Favorite Cowboy, Gene Autry, the Autry National Center celebrates the American West. Through innovative exhibitions, a broad range of programs and extensive collections of art and artifacts, the Autry National Center explores the evolving history of the cultures and people of the American West.

This file consists of members and lapsed members in the Southern California area. Members have donated an average of \$100.00 per transaction.

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

This list is recommended for museums, fine and performing arts, book/music/video clubs, magazine subscriptions, memberships, associations, fundraisers, upscale catalogs, general merchandise, educational materials, apparel, children's goods, and many other offers.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$90.00/M
Non-Profit Rate	\$80.00/M

Minimum Order	5,000
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Total Buyers	23,529
Active Members	4,921
Lapsed Members	18,054

Counts and NCOA are updated semi-annually

AVAILABLE SELECTIONS

State/SCF/Zip	\$8.00/M
Gender	\$5.00/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: 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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