



CAMP BROADWAY

Camp Broadway is dedicated to presenting programs that promote life-long learning through the performing arts. Camp Broadway has been the industry leader in theatre arts camps, educational programming and special events including featured appearances in Macy's Thanksgiving Day Parade® telecast from 2001-2008. Since 1995, the company has hosted over 20,000 children from around the world at its summer camps and enabled over 300,000 students to attend a Broadway show as part of their Broadway-themed workshops. Camp Broadway delivers a targeted audience of well educated, affluent and active parents who aim to have their children learn about Broadway and the theatre community. Buyers love the performing arts, theater, cabaret, and musicals.

This file consists of parent names and addresses of camp attendees by year. This is a nationwide file. Parents spend an average of \$1,000.00 per transaction as the camp tuition.

This file is NCOA'd annually. Selections available are camps by year, last 12-month buyers, state, SCF, zip code, gender of parent, and multiyear buyer.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$80.00/M
Minimum Order	3,000
Total File	4,249

Counts are updated annually.

AVAILABLE SELECTIONS

State/SCF/Zip	\$8.00/M
Gender	\$5.00/M
Recency/Year	\$8.00/M
Multiyear Buyer	\$15.00/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:

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