



## THE DRAMA LEAGUE

Founded in 1916, The Drama League is as a service organization for theatre lovers interested in enhancing their understanding and experience of live theatre, as well as an unparalleled training program for emerging theatre artists. Members enjoy a variety of benefits including discount ticket offers for Broadway, Off-Broadway and Regional productions; lectures, panels and galas. Additionally, The Drama League supports new initiatives for young artists by providing training, exposure and access to many of the best names in the professional theatrical community.

This file consists of current members, event attendees and lapsed members. The majority of these buyers live in the New York City metropolitan area. Drama League membership contributions range from \$85.00 to \$5,000.00

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

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$125.00/M
Non-Profit	\$110.00/M

Minimum Order 5,000

Total File	18,664
Current Members	1,850
Lapsed Members	10,082
Event Attendees	6,732

Counts and NCOA are updated semi-annually

### AVAILABLE SELECTIONS

Show Type	\$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: 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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