



JAZZ AT LINCOLN CENTER

Jazz at Lincoln Center is the world's largest not-for-profit arts organization committed to promoting the appreciation and understanding of jazz through performance, education and preservation.

The file consists of single ticket buyers collected through Direct Mail, Space Advertising and Website responses. The majority of these buyers live in the New York City metropolitan area. Jazz at Lincoln Center's single ticket buyers spend an average of \$270.00 per transaction.

The file is NCOA'd semi-annually. The available selections are last 12-month single ticket buyers, state, SCF, zip code, gender and ethnicity.

This list is recommended for charitable, civic, and arts appeals, book/music/video clubs, magazines, financial services, credit card and business offers, travel, and upscale gift and clothing catalogs.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$80.00/M
Minimum Order	5,000
Total File	27,863
Last 12-Month Subs	2,187
Last 12-Month STBs	4,837
Last 13-24 Month Buyers	6,983

Counts and NCOA are updated semi-annually

AVAILABLE SELECTIONS

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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