



LINCOLN CENTER FOR THE PERFORMING ARTS

Lincoln Center for the Performing Arts presents its own unique musical series, which has become a model for seasonal festivals around the world. The series are: "Great Performers," which features classical music's greatest stars; "Mostly Mozart," the nation's first and most popular festival of classical music; "Festival," which is a lighthearted summer series of classical music mixed with some more avant-garde works; and "American Songbook," which presents the best American voices.

This file consists of single ticket buyers collected through Direct Mail responses. The majority of these buyers live in the New York City metropolitan area. Lincoln Center single ticket buyers spend an average of \$300.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month single ticket buyers, series segments (Great Performers, Mostly Mozart, Festival and American Songbook), state, SCF, zip code, gender and ethnicity. This file does not accept any commercial offers.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$110.00/M

Minimum Order	5,000
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American Songbook	8,891
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Last 12-Month Great	
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Performers Subs	1,102
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Last 12-Month Festival	10,331
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Last 12-Month Mostly Mozart	6,773
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Midsummer Night's Swing	8,104
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Counts and NCOA are updated semi-annually

AVAILABLE SELECTIONS

State/SCF/Zip	\$8.00/M
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Gender	\$5.00/M
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Ethnicity	\$8.00/M
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Keycoding	\$1.00/M
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ADDRESSING

Email	\$60 Flat
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P/S Labels	\$11.00/M
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Magnetic Tape	\$25 Flat
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Cartridge	\$25 Flat
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Cheshire Labels	No Charge
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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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