



MANHATTAN CLASS COMPANY

Located in New York City's Greenwich Village, Manhattan Class Company (MCC) produces new plays and musicals from emerging artists. This Off-Broadway Theatre presents thought-provoking works that challenge their audiences. MCC attracts an audience of educated and sophisticated direct mail responsive individuals.

This file consists of subscribers and single ticket buyers collected through Direct Mail responses. The majority of these buyers live in the New York City metropolitan area. MCC buyers spend an average of \$175.00 per transaction.

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

This file is recommended for arts offers, book/music/video clubs, magazines, newspapers, financial services, travel, fashion, and upscale gift and clothing catalogs.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$80.00/M
Minimum Order	5,000
Total File	50,882
Last 12-Month STBs	4,206
Last 12-Month Subs	1,441

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.
- Current Subscribers are not available on rental.

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