



NEW VICTORY THEATER

Opened in 1995, The New Victory Theater is New York's premiere and original theater for children and families. Each season they produce a variety of shows including, dance, theater, music, circus arts, comedy and puppetry geared toward children of all ages.

This file consists of lapsed members and single ticket buyers collected through Direct Mail responses and ticket purchases. The majority of these buyers live in the New York metropolitan area. New Victory Theater buyers spend an average of \$150.00 per transaction.

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

This list is recommended for family and children's appeals, as well as arts appeals, book/music/video clubs, magazines, travel, and upscale gift and clothing catalogs.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$100.00/M
Non-Profit	\$80.00/M

Minimum Order	5,000
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Total File	56,822
Lapsed Members	13,775
Last 12-Month STBs	4,339

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	\$50 Flat
P/S Labels	\$6.00/M
Magnetic Tape	\$25 Flat
Cartridge	\$25 Flat
Cheshire Labels	No Charge

GENERAL COMMENTS

- 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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