



## NEW YORK BOTANICAL GARDEN

Founded in 1891, the Garden is one of the world's great collections of plants, the region's leading educational center for gardening and horticulture, and an international center for plant research. A National Historic Landmark, the 250-acre grounds of The New York Botanical Garden have some of the most beautiful natural terrain of any botanical garden in the world.

This file consists of members and continuing education buyers collected through Direct Mail responses. The majority of these buyers live in the New York metropolitan area. New York Botanical Garden's buyers spend an average of \$200.00 per transaction. Demographics: Average Age is 54. Gender distribution: 54% men, 46% women.

This file is NCOA'd semi-annually. Selections available are current members, lapsed members, continuing education 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, travel, and upscale gift and clothing catalogs.

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$90.00/M
Minimum Order	5,000
Total File	52,196
Active Members	26,037
Lapsed Members	12,790
Continuing Education Buyers	4,922

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: 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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