



## NEW YORK CITY BALLET

The New York City Ballet is a uniquely American dance company. In residence at Lincoln Center for the Performing Arts since its opening in 1964, it attracts an educated and affluent audience of discriminating taste.

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. New York City Ballet buyers spend an average of \$275.00 per transaction.

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

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

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$80.00/M
Nutcracker	\$90.00/M
Minimum Order	5,000
Total File Buyers	41,737
Total File Nutcracker	59,409
Last 12-Month Buyers	11,679
Last 12-Month Subs	6,130
Last 12-Month STBs	5,549

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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