



NEW YORK THEATRE WORKSHOP

New York Theatre Workshop was founded in 1979 as an organization which would support and encourage outstanding new playwrights and directors to develop inventive new works for the theatre. The original producer of the famed musical *Rent*, NY Theatre Workshop produces new plays and musicals while they continue to expand programs to serve artists, becoming a "year-round" producing organization. Members and single ticket buyers to NYTW appreciate the development of pieces from an artist's point of view and appreciate new theatre. This file consists of members and single ticket buyers collected through Direct Mail and telemarketing responses. The majority of these buyers live in the New York City metropolitan area. NYTW buyers spend an average of \$200.00 per transaction.

This file is NCOA'd semi-annually. Selections available are member/subscriber, single ticket buyers, lapsed buyers, 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
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Total File	41,898
Last 12-Month STBs	4,699
Last 12-Month Members	2,153

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

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.

CONTACT:

listmanager@enertexmarketing.com

PH: 212-532-3115