



## ROUNABOUT THEATRE COMPANY

Roundabout Theatre Company is committed to teaming great theatrical works, old and new, with the industry's finest artists to produce world-class productions. Award winning actors light up a season of six electrifying plays attracting the most upscale consumers in the New York City metropolitan area. Roundabout's innovative and uniquely tailored theatre series options guarantee well-educated, successful, diverse and enthusiastic responders to a wide range of products and services.

This file consists of buyers collected through Direct Mail responses. The majority of these buyers live in the New York City metropolitan area. Roundabout's buyers spend an average of \$400.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month subscribers, 13+ month show buyers (last 12 month single ticket buyers are not released), state, SCF, zip code, gender and ethnicity.

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$125.00/M
Minimum Order	5,000
Last 12-Month Subscribers	11,132
13-24 Month STB's	28,423
13-24 Month Subscribers	4,255

**DO NOT RELEASE LAST 12 MONTH  
SINGLE TICKET BUYERS!**

Counts and NCOA are updated semi-annually

### AVAILABLE SELECTIONS

Show	\$8.00/M
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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