



PERFORMING ARTS CENTER AT SUNY PURCHASE

The Performing Arts Center at SUNY Purchase College is the major professional, non-profit arts presenter in the Southeastern New York--Southwestern Connecticut region, and the largest program in the SUNY system. The Center presents a broad range of performances, offering music, dance and theatre to audiences from Westchester and the surrounding communities.

This file consists of subscribers and single ticket buyers collected through Direct Mail responses. The majority of these buyers live in Southeastern New York and Southwestern Connecticut.

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

Segmentation

Total file	44,000
Cabaret	430
Chamber	1,700
Current Subs	1,200
Dance	10,400
Family	1,800
Great Orchestra	13,500
Jazz	1,900
Lapsed Subscribers	10,000
Talk Cinema/Film	1,400
Theatre	3,400

Pricing

Rental	\$80.00/M
Minimum Order	5,000
State/SCF/Zip	\$8.00/M
Gender	\$5.00/M
Ethnicity	\$5.00/M
Keycoding	\$1.00/M
Radius Select	\$75 Flat
Email	\$50 Flat
Zip File	\$55 Flat
Email	\$50 Flat
P/S Labels	\$6.00/M
Cartridge	\$25 Flat
Cheshire Labels	No Charge

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