



## THEATRE COMMUNICATIONS GROUP

Theatre Communications Group makes the ideas and experiences of uniquely gifted playwrights, directors, designers, and actors accessible in volumes of theory, history, analysis and interviews. These volumes represent and perpetuate the best American theatre has to offer, from experimental forums to the stages of resident theatres nationwide and on Broadway. They have become one of the major sources of literature of, about and for the theatre world.

This file consists of book buyers collected through Direct Mail responses. Theatre Communications Group buyers spend an average of \$40.00 per transaction.

This file is NCOA'd semi-annually. Selections available are active and lapsed 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	\$90.00/M
Minimum Order	5,000
Active Book Buyers	10,497

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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