



## WOLF TRAP FOUNDATION

America's only national park for the performing arts, the Wolf Trap Foundation presents the best in opera, classical music, pops, jazz, blues, dance and family entertainment.

This file consists of single ticket buyers collected through Direct Mail responses. The majority of these buyers live in the Washington D.C. metropolitan area. Wolf Trap single ticket buyers spend an average of \$150.00 per transaction.

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

Demographics: Average Household income = \$150,000      Average Age = 47

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 |
| Minimum Order         | 5,000     |
| Total File STBs       | 627,039   |
| Last 12-Month STBs    | 93,061    |
| Last 13-24 Month STBs | 51,996    |

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: 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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