



92ND STREET Y

The 92nd Street Y, a Jewish community and cultural center, reaches out beyond its core constituency of American Jews to serve people of diverse racial, religious, ethnic and economic backgrounds to provide programs of distinction that foster the physical and mental health of human beings throughout their lives.

The file consists of subscribers and single ticket buyers collected through Direct Mail and Space Advertising programs. The majority of these buyers live in the New York City metropolitan area. The 92nd Street Y's buyers spend an average of \$186.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month buyers, program segments (Lecture Series, Classical Music, Poetry Enthusiasts, Singles and Young Audiences, and Lyric and Lyricists), state, SCF, zip code, gender and ethnicity.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$90.00/M
Minimum Order	5,000
Total File Subs & STBs	32,866
Last 12-Month Buyers	16,543
Lecture Series Buyers	8,947
Classical Music Buyers	8,270
Poetry Buyers	9,339
Lyric & Lyricists	4,276
Family Buyers	32,862
Jazz in July	2,862
Jewish Classes/Events	6,609
Dance Buyers	3,034
Counts and NCOA are updated semi-annually	

AVAILABLE SELECTIONS

Series	\$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
- No Fundraising or Membership Offers

CONTACT:

listmanager@enertexmarketing.com

PH: 212-532-3115