



HUNTINGTON THEATRE COMPANY

Located in the cultural heart of the city, Huntington Theatre is dedicated to bringing lavishly staged theatre classics to Boston. Rather than touring "this" from Broadway, this repertory theatre stages world-class performances of classic drama from Euripides to Gilbert & Sullivan, from Shaw to Shakespeare. It was not until the flowering of American regional theatre in the 1960's and renovation by Boston University in the 1970's that the theatre emerged as a major drama center for New England.

This file consists of subscribers and single ticket buyers collected through Direct Mail responses. The majority of these buyers live in the Boston metropolitan area. HTC's buyers spend an average of \$400.00 per transaction.

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

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$80.00/M
Current Subscribers	\$90.00/M
Minimum Order	5,000
Total File	36,087
Last 12-Month Buyers	11,779

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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