



## NEW JERSEY PERFORMING ARTS CENTER

Just minutes from Manhattan, the New Jersey Performing Arts Center offers a dazzling array of internationally acclaimed classical music, theatre, dance, and family events. Since 1997, more than 3.5 million people have visited NJPAC to see the world's greatest performers and New Jersey's top talent.

This file consists of subscribers and single ticket buyers collected through Direct Mail responses. The majority of these buyers live in New Jersey. NJPAC's buyers spend an average of \$250.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month buyers, series segments (Classical, Dance, Broadway, Variety, World Fest, Familytime, Pops), state, SCF, zip code, gender and ethnicity.

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$80.00/M
Minimum Order	5,000
Total File	36,750
Subs	4,184
STBs	23,533

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

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