



SECOND STAGE THEATRE

For the past three decades, Second Stage Theatre has been dedicated to producing "second stagings" of contemporary plays including the development and production of new plays and the creation of programs that nurture young theatre artists. This commitment has manifested itself in many ways, from presenting new productions to providing long-term residencies for playwrights, directors, composers and lyricists.

This file consists of subscribers and single ticket buyers collected through Direct Mail responses. The majority of these buyers live in the New York City metropolitan area. Second Stage buyers spend an average of \$325.00 per transaction.

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

This file is recommended for arts offers, book/music/video clubs, magazines, and museums.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$100.00/M For Profit \$85.00/M Non Profit

Minimum Order	5,000
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Total File Buyers	39,125
Last 12-Month Buyers	9,966
Last 12-Month Subs	4,920
Last 12-Month STBs	5,046

Counts and NCOA are updated semi-annually

AVAILABLE SELECTIONS

Show (Current & Last Season)	\$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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