

Founded in 1861, BAM is America's first performing arts center and is still a major force in New York's cultural life. It is the home of the Brooklyn Philharmonic and is a presenter of both classical and modern European music, opera, theater and dance. BAM is also the single largest presenter of programs for children in New York state.

40,699

Interest selects:

Avant Garde	27,783
Classical Music	22,500
Dance	16,490
Family Entertainment	10,507
Ethic:	
African-American	14,312
Arabic	10,265
Israeli	6,696
Spanish	8,251

\$95.00/M

5,000

Direct Mail/Space  
Telemarketing

Quarterly

Average unit of sale: \$123.00

4-UP Cheshire N/C  
4-UP PSL \$10.00/M  
diskette \$60.00/M  
CD \$60.00/M

Sample mail piece required.

SCF \$6.00/M  
ZIP \$6.00/M  
STATE \$6.00/M  
KEYING \$5.00/M

DINY HURWITZ

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