

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Charitable Donors

453,290	Base	\$90/M
39,285	Donors to Animal Welfare Causes	+\$10/M
1,968,626	Donors to Arts & Cultural Causes	+\$10/M
441,166	Donors to Charitable Causes	+\$10/M
539,784	Donors to Children's Causes	+\$10/M
1,259,232	Donors to Environmental & Wildlife Causes	+\$10/M
83,259	Donors to Health Causes	+\$10/M
1,365,856	Donors to International Aid Causes	+\$10/M
696,143	Donors to Political Causes	+\$10/M
890,954	Donors to Religious Causes	+\$10/M
	Donors to Veterans Causes	+\$10/M

These multi donors have responded to a survey and self reported that they support their communities by getting involved, volunteering and donating to a variety of charitable causes.

Charitable donors to the premium mail programs of Trilogy Target Solutions have been combined to create a masterfile which has been enhanced to provide additional selections.

Individuals on this Enhanced Masterfile have contributed to at least one premium ask from Trilogy's portfolio of clients including veteran, children's, religious, animal welfare, third world and health appeals. The data has been enhanced with self reported survey information provided by a third party.

These contributors are responsive to all types of charitable appeals offers.

Orders cancelled before the mail date will incur a \$50/F cancellation fee.

LAST UPDATE:
July 2011

NEXT UPDATE:
January 2012

ADDITIONAL CHARGES:

Last 6	\$10/M
Last 12	\$5/M
\$10+	\$10/M
\$5+	\$5/M
State, SCF, Zip	\$7/M
Gender, Marital Status	\$7/M
Age	\$7/M
Presence of Children	\$7/M
Household Income	\$7/M
Religion, Ethnicity, Language	\$15/M
Charitable Support	\$10/M
Political Affiliation, Veteran	\$15/M
Interests	\$15/M
Mail Order Buyers	\$15/M
Telephone Numbers	\$7/M
Non-Reciprocal	\$20/M
Delivery	\$50/F

MINIMUM ORDER
5,000

SEND ORDERS, CLEARANCES
& COUNT REQUESTS TO:
Orders@TrilogyTarget.com

FOR MORE INFORMATION
PLEASE CONTACT
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