

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Environmental Enthusiasts

	Base	\$90/M
1,220,163	Interested In Green Living	+\$15/M
700,212	Interested in Environmental Issues	+\$15/M
539,784	Donors to Environmental/Wildlife Causes	+\$10/M

These known donors have responded to a survey and self reported their devotion to saving the environment. Caring for nature and all of its creatures are on top of mind for these donors. These environmentalists want to protect the environment, conserve natural resources and leave things a little better for the next generation.

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 green, environmental, wildlife and nature related appeals, catalogs and magazine offers.

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

100% Direct Mail
100% Consumer
100% Domestic

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

Jenna Gotch
301-646-7157

JGotch@TrilogyTarget.com

