

# TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

## Health Cause Donors

	<b>Base</b>	<b>\$90/M</b>
<b>1,259,232</b>	<b>Donors to Health Causes</b>	<b>+\$10/M</b>
325,964	Last 6, \$5+ Donors to Health Causes	+\$25/M
288,752	Last 6, \$10+ Donors to Health Causes	+\$30/M
562,462	Last 12, \$5+ Donors Health Causes	+\$20/M
493,305	Last 12, \$10+ Donors Health Causes	+\$25/M
163,855	Donors Health Causes with Diabetes	+\$25/M
50,859	Donors Health Causes with Arthritis	+\$25/M

These individuals support health causes that are near to their hearts. Their aim to cure diseases and ailments that affect their family, friends and communities through financial contributions. They are trying to make the world a better place and disease free.

These donors respond to fundraising offers, health related political outreach, natural/herbal catalogs, healthy living, fitness merchandise, diet and self-improvement offers and publications

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.

**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](mailto:Orders@TrilogyTarget.com)

FOR MORE INFORMATION  
PLEASE CONTACT

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