

# TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

## Patriotic Americans

|         |   |         |
|---------|---|---------|
| 737,260 | Base  | \$90/M  |
| 890,954 | Veterans                                    | +\$15/M |
| 332,527 | Donors to Veterans Causes                   | +\$10/M |
| 166,328 | Interested in Military/History              | +\$15/M |
| 75,102  | Interested in Our Nation's Heritage         | +\$15/M |
| 64,848  | Interested in Military Memorabilia/Weaponry | +\$15/M |
|         | Patriotic Novelty Item Mail Order Buyers    | +\$15/M |

These known donors have responded to a survey and self reported that they are interested in supporting their country. They enjoy learning about America's history and are willing to fight for its honors and freedoms. Some of these donors have even purchased memorabilia and novelty items to share their patriotism with others.

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 American heritage, history, memorabilia, military and veteran 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](mailto:Orders@TrilogyTarget.com)

FOR MORE INFORMATION  
PLEASE CONTACT  
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