

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Pet Owners

	Base	\$90/M
1,380,579	Pet Owners	+\$15/M
217,359	Last 6, \$5+ Dog Owners	+\$30/M
192,939	Last 6, \$10+ Dog Owners	+\$35/M
163,624	Last 6, \$5+ Cat Owners	+\$30/M
144,654	Last 6, \$10+ Cat Owners	+\$35/M
302,713	Last 6, \$5+ Other Pet Owners	+\$30/M
268,491	Last 6, \$10+ Other Pet Owners	+\$35/M

The people on this file have not only donated to causes near to their hearts, they have companion animals at home which they consider part of their family. There is nothing they won't do to improve the life of their pets. This list is perfect for animal related publications, animal welfare causes, adoption offers, pet food and supplies catalogs and more!

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

FOR MORE INFORMATION
PLEASE CONTACT
Jenna Silverstein
1-800-223-5701
JSilverstein@TrilogyTarget.com

