

# TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

## Political Supporters

610,512	Base	\$90/M
826,051	Republican Voters	+\$15/M
19,663	Democrat Voters	+\$15/M
460,686	Independent Voters	+\$15/M
1,365,856	Voters with No Party Affiliation	+\$15/M
182,529	Donors to Political Causes	+\$10/M
63,521	Donors to Conservative Causes	+\$10/M
935,067	Donors to Liberal Causes	+\$10/M
	Interested in Current Affairs/Politics	+\$15/M
	Congressional District	+\$15/M

These known donors have responded to a survey and self reported that they are registered voters who support making changes in their communities by being active in choosing who runs their government.

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 political, patriotic and current affairs 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

Jenna Gotch  
301-646-7157

[JGotch@TrilogyTarget.com](mailto:JGotch@TrilogyTarget.com)

