

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Religious Cause Donors

	Base	\$90/M
696,143	Donors to Religious Causes	+\$10/M
222,314	Last 6, \$5+ Donors to Religious Causes	+\$25/M
195,184	Last 6, \$10+ Donors to Religious Causes	+\$30/M
386,041	Last 12, \$5+ Donors to Religious Causes	+\$20/M
335,145	Last 12, \$10+ Donors to Religious Causes	+\$25/M
238,446	Catholic Donors to Religious Causes	+\$25/M
19,842	Jewish Donors to Religious Causes	+\$25/M

These individuals have donated to causes that support their religious beliefs. They support education and family programs. This is a must test for any religious, ethnic, or political offer.

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 Gotch
1-800-223-5701
JGotch@TrilogyTarget.com

