

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE Veterans

737,260	Base	\$90/M
197,428	Veterans	+\$15/M
174,753	Last 6, \$5+ Veteran Donors	+\$30/M
338,604	Last 6, \$10+ Veteran Donors	+\$35/M
297,589	Last 12, \$5+ Veteran Donors	+\$25/M
	Last 12, \$10+ Veteran Donors	+\$30/M

These patriotic individuals have served honorably in the military and/or share a household with a veteran family-member. They have sacrificed their lives to serve their country insure our Nation's freedom and sovereignty.

They respond well to military, historical, political and family oriented offers.

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
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