

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Veterans Cause Donors

	Base	\$90/M
696,143	Donors to Veterans Causes	+\$10/M
176,896	Last 6, \$5+ Donors to Veterans Causes	+\$25/M
153,807	Last 6, \$10+ Donors to Veterans Causes	+\$30/M
306,483	Last 12, \$5+ Donors to Veterans Causes	+\$20/M
264,042	Last 12, \$10+ Donors to Veterans Causes	+\$25/M
391,223	Donors to Veterans Causes with Veterans in Household	+\$25/M

These multi donors have self reported that they give to charitable causes that benefit the national heroes who have risked their lives fighting for the freedoms of America and the families that support them.

These patriotic donors are proven responsive to veteran, POW, political, historical, financial, catalog and publication 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**
Jenna Gotch
1-800-223-5701
JGotch@TrilogyTarget.com

