

# TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

## Arthritis Sufferers

1,397,016	Base	\$90/M
659,714	Donors to Health Causes	+\$10/M
33,776	Interested in Arthritis/Mobility	+\$15/M
33,548	Arthritis/Mobility Medical Supplies Mail Order Buyers	+\$15/M

These known donors have responded to a survey and self reported that they are interested in learning more about Arthritis and other mobility hindering disorders. Some of these donors have even purchased medical supplies to help ease their joint and muscle pain while increasing their mobility.

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 Arthritis, mobility and health 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:**  
September 2010

**NEXT UPDATE:**  
March 2010

#### 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 Silverstein  
301-646-7157  
[JSilverstein@TrilogyTarget.com](mailto:JSilverstein@TrilogyTarget.com)



4915 St. Elmo Avenue ♦ Suite 400 ♦ Bethesda, MD 20814  
Phone: 301-656-7175 ♦ Fax: 301-576-7602 ♦ [www.TrilogyTarget.com](http://www.TrilogyTarget.com)