

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Charitable Donors

| | | |
|-----------|---|---------|
| 1,397,016 | Base | \$90/M |
| 206,692 | Donors to Animal Welfare Causes | +\$10/M |
| 18,281 | Donors to Arts & Cultural Causes | +\$10/M |
| 995,517 | Donors to Charitable Causes | +\$10/M |
| 225,201 | Donors to Children's Causes | +\$10/M |
| 247,568 | Donors to Environmental & Wildlife Causes | +\$10/M |
| 659,714 | Donors to Health Causes | +\$10/M |
| 15,392 | Donors to International Aid Causes | +\$10/M |
| 731,290 | Donors to Political Causes | +\$10/M |
| 458,273 | Donors to Veterans & Patriotic Causes | +\$10/M |
| 355,598 | Donors to Religious Causes | +\$10/M |

These multi donors have responded to a survey and self reported that they support their communities by getting involved, volunteering and donating to a variety of charitable causes.

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 all types of charitable appeals offers.

Orders cancelled before the mail date will incur a \$50/F cancellation fee.

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

**FOR MORE INFORMATION
PLEASE CONTACT**
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