

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Political Supporters

1,050,197	Base	\$90/M
324,020	Republicans	+\$15/M
449,655	Democrats	+\$15/M
10,596	Independents	+\$15/M
731,290	Political Cause Supporters	+\$10/M
504,190	Interested in Current Affairs/Politics	+\$15/M
	Congressional District	+\$15/M

These known donors have responded to a survey and self reported that they are registered voters who support making changes in their communities by being active in choosing who runs their government.

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 political, patriotic and current affairs 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

**FOR MORE INFORMATION
PLEASE CONTACT**

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