

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Animal Welfare Cause Donors

| | | |
|----------------|--|----------------|
| | Base | \$90/M |
| 480,723 | Donors to Animal Welfare Causes | +\$10/M |
| 72,696 | Last 6, \$5+ Donors to Animal Welfare Causes | +\$25/M |
| 64,853 | Last 6, \$10+ Donors to Animal Welfare Causes | +\$30/M |
| 150,125 | Last 12, \$5+ Donors to Animal Welfare Causes | +\$20/M |
| 130,016 | Last 12, \$10+ Donors to Animal Welfare Causes | +\$25/M |

These multi donors have self reported that they are interested in contributing to animal and pet specific causes that are important to them. They want to fight for animal rights and animal welfare. Many of these advocates own dogs, cats, and other pets themselves. These donors are proven responsive to offers for pet care products, gourmet pet foods, animal related magazine offers, animal novelty items and pet adoption 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:
January 2012

NEXT UPDATE:
July 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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