

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Children's Cause Donors

	Base	\$90/M
445,973	Donors to Children's Causes	+\$10/M
65,568	Last 6, \$5+ Donors to Children's Causes	+\$25/M
58,606	Last 6, \$10+ Donors to Children's Causes	+\$30/M
138,930	Last 12, \$5+ Donors Children's Causes	+\$20/M
122,409	Last 12, \$10+ Donors Children's Causes	+\$25/M
138,782	Donors Children's Causes with Children Present in Household	+\$17/M

These multi donors want to make the world a better place for children. They have financially supported causes helping underprivileged, terminally ill, abused and neglected children as well as supported education initiatives.

These donors are generous, loving, caring people who want to see a better world for our nation's children. They are excellent prospects for fundraising and consumer catalogs.

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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