

# TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

## Political Supporters

603,709	Base	\$90/M
817,255	Republican Voters	+\$15/M
17,224	Democrat Voters	+\$15/M
473,639	Independent Voters	+\$15/M
1,338,837	Voters with No Party Affiliation	+\$15/M
175,626	Donors to Political Causes	+\$10/M
61,077	Donors to Conservative Causes	+\$10/M
931,106	Donors to Liberal Causes	+\$10/M
	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:  
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](mailto:Orders@TrilogyTarget.com)

FOR MORE INFORMATION  
PLEASE CONTACT

Jenna Gotch  
301-646-7157

[JGotch@TrilogyTarget.com](mailto:JGotch@TrilogyTarget.com)

