

# TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

## Sweepstakes Participants

	<b>Base</b>	<b>\$90/M</b>
970,308	Sweepstakes/Contest Participants	+\$10/M
76,940	Last 3, \$10+ Participants	+\$35/M
132,147	Last 6, \$10+ Participants	+\$30/M

These known donors have responded to a survey and self reported that they enjoy entering sweepstakes and playing other games of opportunity.

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 sweepstakes, opportunity seeker and contest appeals.

**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 3	\$15/M
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  
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