

**DISCOVER  
CO-OP 2016**

# FLY MARKET FOCUS CITIES

**NY TRI-STATE CHICAGO BOSTON WASHINGTON DC ATLANTA**



# Fly Market Focus Cities

- NEW YORK
- CHICAGO
- BOSTON
- WASHINGTON DC
- ATLANTA



Tap into our largest feeder market! This year's Tri-State program brings back last year's top-performing media and adds exciting new online options for cost-effective coverage of NY Metro, NY State, NJ and CT, especially during those frigid winter months.

From the mainstays like the New York Times to synchronized banners on Weather.com, we'll blanket the Tri-State area with our Discover brand.



## New York Times (CODE: NY1)

For over 150 years, The New York Times has provided thorough and uncompromising coverage in the world on various subjects including business, arts, sports, science, dining and travel among others. The Sunday Travel section, the only free standing travel section in the county, offers expert advise for destinations around the world and provides tips on vacation deals. Custom advertorial coverage written by NYT Travel writer!

**Audience:** Male 50%, Female 50%, Median age: 53, HHI \$102,811

**Circulation:** 1,217,000

**Unit Size:** Full-page

**Insertion Date:** January 17

**Coverage Area:** Tri-state area (NY, NJ, CT)

**# of Partners:** Capped at 6

**Value:** \$ 135,000 each issue

**Partner Benefits:** 40% negotiated rate savings. Partners featured in content coverage.

**Partner Rate:** \$5,002 per insertion • **Non-Partner Rate:** \$5,752 per insertion



## New York Times "T" Holiday (CODE: NY2)

The New York Times "T" HOLIDAY Travel Magazine is one of the most influential, creative magazines in the world by connecting with readers. In every issue, premier writers cross borders and time zones to explore unfamiliar territory in even the most familiar places, uncovering a dynamic mix of culture, history, politics, along with unique ecological assets that give each destination its distinct identity.

**Audience:** Male 60%, Female 40%, Ages 25-54 (38%), HHI \$194,669

**Circulation:** 1,217,000 National

**Unit Size:** Full-page

**Insertion Date:** December 6, 2015

**Coverage Area:** Tri-state area (NY, NJ, CT)

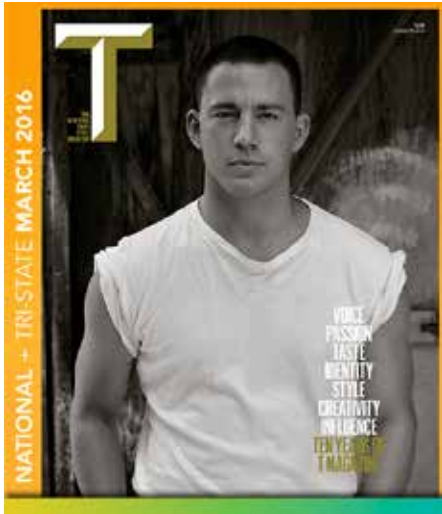
**# of Partners:** Capped at 4

**Value:** \$ 109,215

**Partner Benefits:** 75% negotiated rate savings.

**Partner Rate:** \$3,924 per insertion • **Non-Partner Rate:** \$4,513 per insertion

## NEW YORK



### New York Times Magazine (CODE: NY3)

The New York Times Magazine presents excellent, thought-provoking literary journalism in a sophisticated but approachable environment. With a voice that is witty, original, informative, delightful and savvy. The Magazine is leading innovations in long-form storytelling.

**Audience:** Male 55%, Female 45%, Median age 57, HHI \$105,829

**Circulation:** 1,217,000

**Unit Size:** Full-page

**Insertion Date:** Florida Section, March 13

**Coverage Area:** 37% NY DMA/63% Nat'l – Most in the TOP 10 DMAs

**# of Partners:** Capped at 4

**Value:** \$ 107,720 each issue

**Partner Benefits:** 70% negotiated rate savings.

**Partner Rate:** \$3,924 per insertion • **Non-Partner Rate:** \$4,513 per insertion



### New York Times Magazine (CODE: NY4)

The New York Times Magazine presents excellent, thought-provoking literary journalism in a sophisticated but approachable environment. With a voice that is witty, original, informative, delightful and savvy. The Magazine is leading innovations in long-form storytelling.

**Audience:** Male 55%, Female 45%, Median age 57, HHI \$105,829

**Circulation:** 1,217,000

**Unit Size:** Full-page

**Insertion Date:** Voyages, September 25

**Coverage Area:** 37% NY DMA/63% Nat'l – Most in the TOP 10 DMAs

**# of Partners:** Capped at 4

**Value:** \$ 107,720 each issue

**Partner Benefits:** 70% negotiated rate savings.

**Partner Rate:** \$3,924 per insertion • **Non-Partner Rate:** \$4,513 per insertion



### NYTimes.com (CODE: NY5)

With nearly 31 million unique visitors each month, NYTimes.com is the #1 individual newspaper site in the U.S. It offers one of the most engaged, loyal community of readers on the Web.

**Audience:** Male 64%, Female 36%, Ages 25-54 (64%), HHI \$100,000+ (40%), \$75,000+ (60%)

**Total Impressions:** 8,000,000

**Unit Size:** Desktop Pre-emptible 728 x 90 and 300 x 250 ROS, Fashion, Style, Food, Travel and Sunday Magazine. Mobile ROS 300 x 250

**Insertion Date:** January, February and March 2016

**Coverage Area:** Tri-state area (NY, NJ, CT)

**# of Partners:** Capped at 4

**Value:** \$ 100,000

**Partner Benefits:** Premiere partner with excellent CTR results. Link to partner website.

**Partner Rate:** \$10,512 per insertion • **Non-Partner Rate:** \$12,089 per insertion

## NEW YORK



### NYTimes.com (Mobile Native) (CODE: NY6)

Mobile "Moment Driven" Day-part (Native)

**Audience:** Male 64%, Female 36%, Ages 25-54 (64%), HHI \$100,000+ (40%), \$75,000+ (60%)

**Total Impressions:** 1,500,000

**Unit Size:** Mobile, native banners

**Insertion Date:** Week of March 21/6am-Noon

**Coverage Area:** National

**# of Partners:** Capped at 6

**Value:** \$ 60,000

**Partner Benefits:** 15% in negotiated savings.

**Partner Rate:** \$5,002 per insertion • **Non-Partner Rate:** \$5,752 per insertion



### Visit Florida - Wall Street Journal (CODE: NY7)

WSJ is the world's leading business publication. It connects advertisers with the world's most powerful business leaders, active investors and affluent luxury consumers.

**Audience:** Male 64%, Female 36%, Median age 51, HHI \$277,431

**Circulation:** 216,000

**Unit Size:** Quarter-page, plus editorial inclusion

**Insertion Date:** January 9, Love Florida section

**Coverage Area:** Greater NY Edition

**# of Partners:** Capped at 2

**Value:** \$ 21,600

**Partner Benefits:** 48% rate savings and each partner will be included in content coverage.

**Partner Rate:** \$2,906 per insertion • **Non-Partner Rate:** \$3,342 per insertion



### Visit Florida - WSJ.com (CODE: NY8)

WSJ.com is the leading provider of business and financial news and analysis on the web, offering the ability to reach Executives, Opinion Leaders and other upscale professionals. The site goes much deeper, providing round-the-clock coverage, as well as interactive features. The powerful connection between wsj.com and its loyal "blue chip" audience makes the site an indispensable venue for advertisers.

**Audience:** Male 58.7%, Female 41.3%, Median age 57, HHI \$100,000+ (31.5%)

**Total Impressions:** 1,057,000

**Unit Size:** Cross platform banners

**Insertion Date:** January, February and March

**Coverage Area:** Tri-state area (NY, NJ, CT)

**# of Partners:** Capped at 3

**Value:** \$ 30,000

**Partner Benefits:** 15% rate savings with top online newspaper in the US.

**Partner Rate:** \$5,002 per insertion • **Non-Partner Rate:** \$5,572 per insertion



## Visit Florida - Wall Street Journal Magazine

(CODE: NY9)

WSJ. Magazine is The Wall Street Journal's luxury lifestyle publication with 12 issues dedicated to the power and passions of The Wall Street Journal's readership.

**Audience:** Male 60%, Female 40%, Median age 50, HHI \$276,441

**Circulation:** 216,000

**Unit Size:** Full-page; plus editorial support written by WSJ

**Insertion Date:** February issue (in homes January 23)

**Coverage Area:** New York edition

**# of Partners:** Capped at 4

**Value:** \$58,825

**Partner Benefits:** 54% rate savings and each partner will be included in content coverage.

**Partner Rate:** \$3,451 per insertion • **Non-Partner Rate:** \$3,969 per insertion



## Weather.com

CODE: NY10 SOLD OUT, NY11 (April, May, June),  
NY12 (July, Aug., Sept.)

Weather.com provides valuable information that touches people's daily lives. Discover's 2015 Results strong with solid results for our co-op partners.

**Audience:** Male 51%, Female 49%, Median age 25-54, HHI \$100,000+

**Total Impressions:** 5,000,000

**Unit Size:** Synced desktop banners 728 x 90 & 300 x 250

**Insertion Date:** Insertion Date: Jan/Feb/March, April/May/June, & July/August/Sept

**Coverage Area:** New York and Connecticut

**# of Partners:** Capped at 4

**Value:** \$ 85,000

**Partner Benefits:** Synced banner program resulted in a strong CTR for client and partners. Links to partner's website.

**Partner Rate:** \$3,777 / quarter • **Non-Partner Rate:** \$4,344 / quarter

## Winter Deadline

Co-op Placements for Winter must be reserved by October 30, 2015.  
Available on a first-come, first-served basis so please act promptly.

**Order at DiscoverCoop.com or contact  
James Goll: 1-800-226-9988**

NEW

## CHICAGO



# Chicago

This year, we're entering Chicago for the first time and you can be a part of it. This is America's third-largest market with over 2.5 million people, including a large and affluent younger demographic. To reach them, we're focusing on dynamic online media. ADARA is the world's largest marketing and insights platform that allows companies to precisely locate and engage customers. Pandora is personalized radio for a new generation. Join us and let's make waves in Chicago.



### Chicago - Pandora (CODE: CH1)

Pandora connects bands, brands and fans through the passion point of music. Targeted messaging reaching the right audience at the right time.

**Audience:** Ages 25-34, HHI \$ 100,000+

**Total Impressions:** 5,800,000

**Unit Size:** :30 spot and banners

**Insertion Date:** January through March

**Coverage Area:** Chicago DMA (Targeted to Brown Line zip codes)

**# of Partners:** Capped at 6

**Value:** \$ 65,000

**Partner Benefits:** Mobile (iPhone/Android) :30 spot with companion full-screen 500 x 500 banner. Plus, 300 x 250 banner follow up on next song. 300 x 250 spawns upon interaction with interface. Targeted to brown line zip codes.

**Partner Rate:** \$4,875 • **Non-Partner Rate:** \$5,606



### Chicago - ADARA (CODE: CH2)

Razor sharp targeting! ADARA have created a portfolio of premium consumer data, with billions of pieces of data. Personal information stays private, while purchase and profile data is available to advertisers. Actual travel purchase patterns, individual preferences, and shopping behavior patterns are all at your fingertips. The data provides knowledge that lets us take action to reach the right audience.

**Audience:** Ages 25-54, HHI \$ 100,000+

**Total Impressions:** 8,000,000

**Unit Size:** Cross platform

**Insertion Date:** January through May

**Coverage Area:** Chicago DMA

**# of Partners:** Capped at 10

**Value:** \$ 120,000

**Partner Benefits:** Cross platform - 300 x 1050 portrait, 970 x 250 billboard, 300 x 600 film strip, 970 x 90 pushdown, 300 x 250 > 300 x 600 sidekick. Via ADARA premium publishers travel, lifestyle & entertainment channels. Pre-roll video (:15 or :30) cross platform target bookers/searchers for Florida. Native (contextual templated creative) target bookers/searchers for Florida.

**Partner Rate:** \$6,000 • **Non-Partner Rate:** \$6,900

## CHICAGO

### ARTICULATED FULL BUS WRAP 1-2 BUS SIDES



### Articulated Full Bus Wrap (CODE: CH3)

Articulated full Wrapped Buses are in-your-face mobile displays that make a huge impact, combining the features and benefits of a standard bulletin with mobility, creating high impact and massive market penetration.

**Audience:** North Park bus route community

**Total Ridership:** 10, 449,474 average over 8 weeks

**Unit Size:** (1) 60' Articulated bus

**Run Date:** December 28, 2015 – February 21, 2016

**Coverage Area:** Chicago North Park bus route

**Value:** \$58,500

**Side of bus:** Partner will be featured on exterior side of bus

**Spots available:** 2 (partner can buy more than 1 spot)

**Partner Rate:** \$5,500 • **Non-Partner Rate:** \$6,050

### BUS BACK 1 SIDE



### Fullback Bus Poster (CODE: CH4)

Fullback Bus Posters will project your brand in a way no one can miss. These large format, eye-catching displays leave a lasting impression on pedestrians, motorists and commuters as they make their way through the city and suburbs.

**Audience:** North Park bus route community

**Total Ridership:** 10, 449,474 average over 8 weeks

**Unit Size:** (1) 60' Articulated bus

**Run Date:** December 28, 2015 – February 21, 2016

**Coverage Area:** Chicago North Park bus route

**Value:** \$58,500

**Back of bus:** Partner will be featured on exterior back of bus

**Spots available:** 1

**Partner Rate:** \$2,750 • **Non-Partner Rate:** \$3,025

### KING SIZED BUS POSTERS



### Chicago - ADARA (CODE: CH5)

Positioned near eye level, King Sized bus posters grab the attention of transit riders, pedestrians and motorists on a daily basis.

**Unit Size:** (25) 30"x144" posters

**Run Date:** December 28, 2015 – February 21, 2016

**Coverage Area:** Chicago CTA Bus Routes

**Spots available:** 2 (partner can buy more than 1 spot), each spot = 10 posters

**Value:** \$48,100

**Partner Rate:** \$1,500 • **Non-Partner Rate:** \$1,750

## FULLY BRANDED RAIL TRAINS



### Full Branded Rail Trains (CODE: CH6)

Brand Trains allow an advertiser to dominate the train car interior by owning all of the advertising real estate. This gives the opportunity to communicate multiple messages, run a variety of creative executions, or further impress a message upon riders through repetition.

**Unit Size:** (20) trains, each with (14) 11"x46.5" posters, (2) 22"x21" posters, and (2) 30"x20" posters

**Run Date:** December 28, 2015 – February 21, 2016

**Coverage Area:** Chicago Rail Brown Line Route

**Spots available:** 4 (partner can buy more than 1 spot), each spot = 5 brand trains

**Value:** \$65,700

**Partner Rate:** \$6,000 • **Non-Partner Rate:** \$6,750

## RAIL CAR INTERIOR CARDS



### Full Rail Car Interior Cards (CODE: CH7)

Interior Car Cards give advertisers the opportunity to speak to a captive audience. This cost-effective medium allows advertisers to make a lasting impression with riders on a daily basis.

**Unit Size:** (300) 11"x46.5" cards

**Run Date:** December 28, 2015 – February 21, 2016

**Coverage Area:** Chicago CTA Rail

**Spots available:** 3 (partner can buy more than 1 spot), each spot = 100 cards

**Value:** \$36,000

**Partner Rate:** \$2,000 • **Non-Partner Rate:** \$2,250

## RAIL PLATFORM POSTERS



### Two Sheet Rail Platform Posters (CODE: CH8)

Two Sheets are located on the elevated train platforms where they are highly visible to waiting passengers, as well as to passengers aboard the train. Platform advertising builds awareness through frequency. Two Sheets attract the attention of commuters when they are planning their days and again as they are planning their evenings.

**Unit Size:** (50) 46"x60" posters

**Run Date:** December 28, 2015 – February 21, 2016

**Coverage Area:** 50% Chicago CTA Brown Line Route, 50% Chicago CTA Rail

**Spots available:** 2 (partner can buy more than 1 spot), each spot = 20 posters

**Value:** \$75,000

**Partner Rate:** \$3,500 • **Non-Partner Rate:** \$3,850





## State & Lake Rail Station Takeover (CODE: CH9)

State and Lake station, located in the Loop, serves as a transfer station between the Brown, Green, Orange, Pink and Purple Chicago CTA Rail lines. A diverse group of commuters utilizes this station ranging from business professionals, to visiting tourists, to college students.

**Total Ridership:** 355,500 average over 8 weeks

**Run Date:** January 1, 2016 – February 14, 2016

**Coverage Area:** Chicago DMA

**Spots available:** 3 (partner can buy more than 1 spot), each spot = 3 Triad Posters, 3 King Size Posters, 3 Two Sheet Posters, 3 Turnstile Wraps

**Value:** \$70,200

**Partner Rate:** \$6,600 • **Non-Partner Rate:** \$7,260

## Winter Deadline

Co-op Placements for Winter must be reserved by October 30, 2015.  
Available on a first-come, first-served basis so please act promptly.

**Order at [DiscoverCoop.com](http://DiscoverCoop.com) or contact  
James Goll: 1-800-226-9988**

## BOSTON



Boston

Boston was so battered last year by historic winter storms that they may still be digging themselves out. Which makes 2016 the perfect time to advertise fun and sun in The Palm Beaches. We're returning with ROI-proven media and adding a few new opportunities, including Sliding Billboards on BostonGlobe.com and Boston.com. Reach out to New England's heart and soul, a city whose residents are already weary of the coming freeze.



### Visit Florida - Boston Globe (CODE: B01-Jan B02-Feb)

The Boston Globe reaches one of the top travel markets in the country. It offers advertisers unmatched exposure, reaching half of all adults in Boston. The Boston Globe brings together travel providers and those looking for their services.

**Audience:** Male 49%, Female 51%, Median age 51.8, HHI \$70,786

**Circulation:** 363,000

**Unit Size:** Quarter-page

**Insertion Date:** January 10 & February 7

**Coverage Area:** Boston DMA

**# of Partners:** Capped at 2

**Value:** \$18,440 per insertion

**Partner Benefits:** 60% rate savings. Visit Florida banner page.

**Partner Rate:** \$2,175 per insertion • **Non-Partner Rate:** \$2,501 per insertion



### BostonGlobe.com & Boston.com (CODE: B03)

Provides high-impact rich media campaigns to highly-effective targeted consumers.

**Audience:** Male 53%, Female 47%, Ages: 18 -44 (52%), HHI \$120,000+ (40%)

**Total Impressions:** 2,000,000

**Unit Size:** BostonGlobe.com - Cross platform homepage sliding billboard, weekly/1x sliding billboard pencil & 300 x 250. Cross platform 300 x 250, homepage, news, metro & lifestyle.

Boston.com - Cross platform 300 x 250, ROS, news, weather, travel & lifestyle.

**Insertion Date:** January through March

**Coverage Area:** Boston DMA

**# of Partners:** Capped at 3

**Value:** \$55,000

**Partner Benefits:** Negotiated rate savings of 25%. Link to partner website.

**Partner Rate:** \$5,453 • **Non-Partner Rate:** \$6,271

## BOSTON



### BostonGlobe.com & Boston.com (CODE: B04)

Provides high-impact rich media campaigns to highly-effective targeted consumers.

**Audience:** Male 53%, Female 47%, Ages: 18 -44 (52%), HHI \$120,000+ (40%)

**Total Impressions:** 2,000,000

**Unit Size:** BostonGlobe.com - Cross platform homepage sliding billboard, weekly/1x sliding billboard pencil & 300 x 250. Cross platform 300 x 250, homepage, news, metro & lifestyle.

Boston.com - Cross platform 300 x 250, ROS, news, weather, travel & lifestyle.

**Insertion Date:** April through June

**Coverage Area:** Boston DMA

**# of Partners:** Capped at 3

**Value:** \$55,000

**Partner Benefits:** Link to partner website.

**Partner Rate:** \$5,453 • **Non-Partner Rate:** \$6,271



### Boston.com (CODE: B05)

Boston.com provides the best coverage of breaking news, things to do, sports and entertainment to more than 762,000 unique visitors each month.

**Audience:** Male 53%, Female 47%, Ages: 18 -44 (52%), HHI \$120,000+ (40%)

**Unit Size:** Multiple ad units and content

**Insertion Date:** September

**Coverage Area:** Boston DMA

**# of Partners:** Capped at 3

**Value:** \$14,120

**Partner Benefits:** Sponsored Content delivers strong brand messaging. Content to be written by the Boston Globe in conjunction with Discover.

**Partner Rate:** \$2,061 • **Non-Partner Rate:** \$2,370

## Winter Deadline

Co-op Placements for Winter must be reserved by October 30, 2015.  
Available on a first-come, first-served basis so please act promptly.

**Order at DiscoverCoop.com or contact  
James Goll: 1-800-226-9988**

## WASHINGTON DC



We're returning to the Nation's Capital with the vehicles that performed so well for The Palm Beaches in 2015. The estimated population of the Washington Metropolitan Area hovers around six million people, and this area also felt the pangs of a harsh winter last year. Opportunities in The Washington Post, its acclaimed magazine, and the paper's online environment are sure to yield another year of great results.



### Washington Post (CODE: ~~DC1~~ SOLD OUT – Feb DC2-Apr)

The Washington Post Sunday Travel Section offers local travel options, glamorous international destinations, practical tips and advice, plus special travel issues.

**Audience:** Male 48%, Female 52%, Median age 52, HHI \$112,000

**Circulation:** 697,000

**Unit Size:** Quarter-page

**Insertion Date:** February 7 & April 10

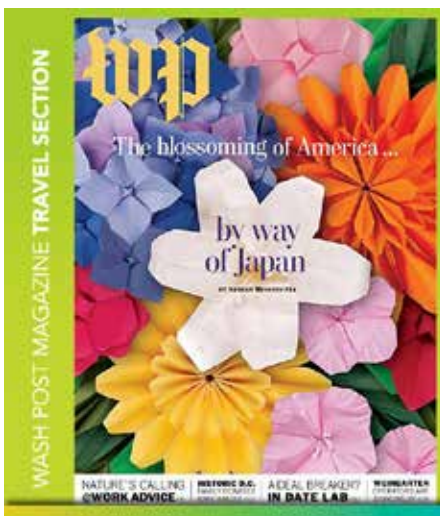
**Coverage Area:** Washington DC DMA

**# of Partners:** Capped at 2

**Value:** \$30,800

**Partner Benefits:** Reach solid market with great savings and value.

**Partner Rate:** \$4,218 per insertion • **Non-Partner Rate:** \$4,850 per insertion



### Washington Post Magazine (CODE: DC3)

This go-to guide arrives every Sunday morning with the Washington Post Newspaper. It's where affluent people go to find out the latest goings-on about town and around the world.

**Audience:** Ages 25-54, HHI \$112,000

**Circulation:** 697,000

**Unit Size:** Full-page

**Insertion Date:** December TBD Florida section

**Coverage Area:** Washington DC DMA

**# of Partners:** Capped at 4

**Value:** \$32,000

**Partner Benefits:** Negotiated rate savings.

**Partner Rate:** \$2,453 • **Non-Partner Rate:** \$2,821

## WASHINGTON DC



### WashingtonPost.com (CODE: DC4)

WashingtonPost.com is essential reading for over 17 million business decision makers, opinion leaders and influential consumers nationwide who seek critical insight into Washington's current events.

**Audience:** Ages 25-54, HHI \$100,000+

**Total Impressions:** 2,000,000

**Unit Size:** 300 x 250 banner ads

**Insertion Date:** January through March

**Coverage Area:** Washington DC DMA

**# of Partners:** Capped at 4

**Value:** \$38,000

**Partner Benefits:** Link to partner website.

**Partner Rate:** \$4,664 • **Non-Partner Rate:** \$5,364



### WashingtonPost.com (CODE: DC5)

WashingtonPost.com is essential reading for over 17 million business decision makers, opinion leaders and influential consumers nationwide who seek critical insight into Washington's current events.

**Audience:** Ages 25-54, HHI \$100,000+

**Total Impressions:** 2,000,000

**Unit Size:** 300 x 250 banner ads

**Insertion Date:** April through June

**Coverage Area:** Washington DC DMA

**# of Partners:** Capped at 4

**Value:** \$38,000

**Partner Benefits:** Link to partner website.

**Partner Rate:** \$4,664 • **Non-Partner Rate:** \$5,364

## Winter Deadline

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NEW

## ATLANTA



# Atlanta

Welcome to another new co-op market. We've run our general market ads in Atlanta with great success, so, this year, we're bringing the Southeast's largest city into the co-op program. Metro Atlanta is one market that draws both driving and flying audiences. Its nearly 5.5 million residents have fresh memories of record winter storms and scorching summer days. We're targeting this audience with banner advertising, and incorporating engaging online video, which consistently generates high click-thru rates.



### AJC.com :15 video (CODE: AT1)

The AJC.com site is a top 10 U.S. newspaper website, and the total digital portfolio has an audience of more than 18 million monthly visits. It's the No. 1 local news and information website in the Atlanta DMA.

**Audience:** Male 50%, Female 50%, Ages: 25 - 54, HHI \$100,000+

**Total Impressions:** 1,200,000

**Unit Size:** Web & mobile :15 video

**Insertion Date:** January through September

**Coverage Area:** Atlanta

**# of Partners:** Capped at 4

**Value:** \$25,000

**Partner Benefits:** Homepage takeovers, web & mobile :15 pre-roll, behavioral and content targeting.

**Partner Rate:** \$3,041 • **Non-Partner Rate:** \$3,497



### AJC.com banners (CODE: AT2)

The AJC.com site is a top 10 U.S. newspaper website, and the total digital portfolio has an audience of more than 18 million monthly visits. It's the No. 1 local news and information website in the Atlanta DMA.

**Audience:** Male 50%, Female 50%, Ages: 25 - 54, HHI \$100,000+

**Total Impressions:** 4,500,000 per quarter

**Unit Size:** Cross channel banners

**Insertion Date:** April through September

**Coverage Area:** Atlanta

**# of Partners:** Capped at 5

**Value:** \$37,500 per quarter

**Partner Benefits:** ROS, behavioral and contextual targeting

**Partner Rate:** \$3,630 per quarter • **Non-Partner Rate:** \$4,175 per quarter