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## **FY 2016 Texas Tourism Co-Op Program**

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## I. FY'16 Texas Tourism Co-Op Program Overview

In FY'16, Texas Tourism and Slingshot are excited to offer this year's Co-Op program for partners. Print, interactive/digital, email newsletter and TravelTex.com placement opportunities will be available for partners to purchase.

We have considered a variety of price points and have provided several opportunities to purchase single placements or combine options, to achieve greater discounts, added value and increase marketing dollar impact.

This year's co-op opportunities will be available for online purchase on **September 20, 2015** at <http://travel.texas.gov/advertising-marketing/>All elements will also be available for partner purchase beginning on **September 20, 2015** at the Texas Travel Industry Association (TTIA) Summit 2015.

If you have any questions regarding the program updates or new opportunities, please contact:

Megan DeMoise  
Senior Account Executive  
Slingshot  
Phone: (469) 227-3122  
Email: [Megan.DeMoise@slingshot.com](mailto:Megan.DeMoise@slingshot.com)



**Print**

In FY'16, Slingshot is excited to introduce a few select opportunities for partners to incorporate their branded creative alongside Texas Tourism brand ads in key publications. **Note:** Texas will also be launching *new* print work in January 2016!



**Fractional Partner Unit**

New this year, partners can purchase a fractional ad in selected publications and feature your brand creative, with the inclusion of the Texas Tourism logo. All ads will run in conjunction with a Texas Tourism full page ad.

This new, high impact print unit increases impact among consumers providing both a Texas brand and partner brand message and will be available in the following domestic publications for FY'16: Conde Nast Traveler, Endless Vacation, National Geography Traveler, Archaeology, and Golf Magazine.

Creative Inclusion Sample:



**Traditional Logo Inclusion**

As in previous years, the traditional Co-Op print will feature a partner's logo and URL on the Texas Tourism ad, with a custom stamp treatment applied to seamlessly integrate with the creative execution. Print executions are available for one (1) and two (2) partner inclusions within our domestic and international print plans. A partner may choose which publication/creative alignment they would like.

Creative Inclusion Sample:





### III. Co-Op Advertising: Interactive/Digital Program

Texas Tourism has various interactive media opportunities that are available for tourism partners. The goal of this program is to provide a cost-effective way for our statewide partners to increase awareness among vacationing consumers by co-operatively combining partner messages on digital banner ads, opportunities for matching buys on targeted Travel sites, and high-impact digital units.

The placements will be monitored for full delivery of impressions (views) and pacing (based on a budget to deliver an ad throughout a run-time), with a monthly performance recap to partners.

#### **Texas Tourism Digital Banners: Ad Networks and Travel Sites**

All digital banner purchases will include (4) sizes - 300x250, 728x90, 160x600, and 300x600 – and will run in rotation within our ad networks (placements purchased based on reaching specific targets, rather than a specific site) and travel category sites purchased within the media plan. **Each banner will click through to a partner’s site no matter where a user clicks.** All banners are trafficked and reported through our third party server, Sizmek, and monitored by Slingshot’s media team.

Below is a list of sites where Co-Op placements will run. **Partners will not have the option of choosing which sites to run placements, as ads are rotated throughout the networks.** However, a site list can be provided to partners to inform you of the networks that could possibly house your logo/banner.

All materials will be due four weeks prior to the requested month for running (i.e., if a banner is to go live March 1<sup>st</sup>, Slingshot will require assets by February 1<sup>st</sup>).

#### **Ad Networks**

- [Specific Media Network](#)
- [Yahoo](#)
- [Martini Media](#)
- [Data XU](#)
- [Digilant](#)

#### **Travel Sites/Networks**

- [Orbitz](#)
- [TravelZoo](#)
- [Fodor’s](#)
- [Adara](#)
- [Sojern](#)
- [Kayak](#)
- [Trip Advisor](#)

#### **Creative Inclusion Examples:**





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Below are available packages for Co-Op partners with timing requirements, impressions, media costs and additional implementation labor hours. All costs include trafficking, pacing and reporting of the banners for partners.

- **1MM impressions and One Month flight - \$3,200 total**
- **3MM impressions and One Month flight - \$6,750 total**
- **5MM impressions and Two Month flight - \$10,500 total**





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#### IV. Co-Op Advertising: High-Impact Digital Units

Partners will have several options on High-Impact Digital Unit placements, including several new partners and programs! **High-Impact Digital Units are custom developed digital units with engaging content integrated within an ad unit.** The majority of these digital ads run for six-seven months and offer more engaging content for consumers, as well as more seamless integration with the Texas Tourism message, and are in market for a longer period of time for greatest impact during our key travel planning season.

**Because of the development timing on these units, all high-impact orders will require payment prior to execution and delivery.** Examples, pricing and descriptions of each high-impact digital unit can be found on pages 7-14. Please note, due to development timelines, orders must be placed with Slingshot by Friday, October 16, 2015. **Partners will be heavily involved with the custom design, offering opportunities for review along the way.**

- [Specific Media: Conto Box unit](#)
- [Orbitz: Engage Unit](#)
- [New York Times: Bento Box](#)
- [Mobile Fuse: Mobile Rich Media](#)
- [Tap Ad: Mobile Rich Media](#)
- [WeatherBug: Brandwrap Callout](#)
- [TravelZoo: Featured Destination](#)
- [The Washington Post: Avalanche Unit](#)
- [Opera Media: Complex End Card Callout](#)
- [Yahoo: Canvas Unit](#)





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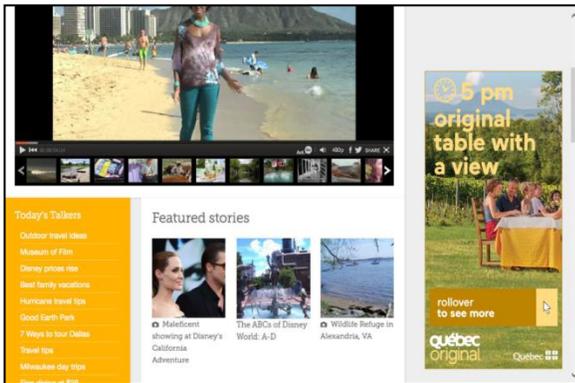
### High-Impact Digital Opportunity: Specific Media Conto Box

This Conto Box will begin as a 300x600, but when the consumer rolls over the unit it will expand to an interactive unit with multiple click points. In the design process, Slingshot will work with the partner to determine what copy (maximum 150 words), imagery, or video will be best suited for the unit. The partner branded section of the ad unit will click through to the partner's website.



- **\$14,000** - Full Campaign
  - In-Market Dates: 2/1/16 - 8/31/16 (7 months)
  - Unit Impressions: 10,000,000
- **\$8,000**- Spring
  - In-Market Dates: 2/1/16 - 5/31/16 (4 months)
  - Unit Impressions: 5,714,285
- **\$6,000**- Summer
  - In-Market Dates: 6/1/16 - 8/31/16 (3 months)
  - Unit Impressions: 4,285,714

Guaranteed Impressions: Example:



300x600 Unit on ad network



Interactive Overlay Pop Up



Partner Content & Clickthrough





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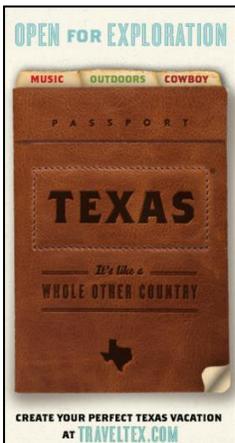
## High-Impact Digital Opportunity: Orbitz.com Engage Unit

On Orbitz.com, an Engagement Unit is a 300x600 digital ad that will allow for multiple partner placements. There are multiple tabs which can be used to callout the partner specifically. Once a user clicks to view that tab, a video, up to 100 words of copy and partner logo are featured within the layout.

Partner(s) will have a :15 or :30 video and logo inclusion option with a click-through URL to a partner's webpage (up to two partner inclusions will be sold)

- **\$22,000 per partner** - Full campaign duration
  - In-Market Dates: 2/1/15 – 8/31/16 (7months)
  - Unit Total Impressions: 6,000,000
- **\$11,000 per partner** – Spring or Summer (3-4 months)
  - Spring In-Market Dates: 2/1/15 – 4/30/16
  - Summer In-Market Dates: 5/1/16 – 8/31/16
  - Unit Total Impressions: 3,000,000

### Example FY15 Creative





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## High-Impact Digital Opportunity: NY Times Bento Box

The NY Times Bento Box is a large format unit on NYTimes.com. Once a user clicks on the standard unit, the ad unit expands to reveal partner image or video and logo, which a consumer can interact with.

- **\$8,000 for one partner**
  - In-Market Dates: 2/1/16-8/31/16
  - Total Unit Impressions: 1,700,000

### Example FY15 Creative

**MUSIC** Review: New York Philharmonic Explores Israeli Musical Identity

By ANTHONY TOMMASINI FEB. 10, 2015

**Review: New York Philharmonic Explores Israeli Musical Identity**

The composer Yotam Haber hosted "New Music From Israel," a program by New York Philharmonic SubCulture. *Kennan Houck for The New York Times*

A concert called "New Music From Israel" inevitably raises the question of what makes music Israeli. This was the title of the program that featured a group of impressive musicians from the New York Philharmonic on Monday night as part of the *Contact!* series at SubCulture, the popular basement performance space on Bleecker Street. **Yotam Haber**, the evening's affable host, got right to this issue of musical identity in his introduction.

What does it mean, he asked, to be an Israeli composer? Israel is a land of immigrants and multiple ethnicities, he said. If anything, Israeli music, much like American music, is characterized by its stylistic eclecticism, Mr. Haber said.

**See Fort Worth**

SEE FORT WORTH





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## High-Impact Digital Opportunity: MobileFuse

Similar to Orbitz.com Engage Unit, MobileFuse is a 300x600 digital ad (tablet and mobile) with multiple pages which can be used to callout the partner specifically. Once a user lands on that page, a video or image, copy and partner logo are featured within the layout (up to two partner inclusions will be sold). Click [here](#) to view live demo.

- **\$11,500 per partner**
  - In-Market Dates: 2/1/16 – 8/31/16
  - Total Impressions: 3,249,000

### Example FY15 Creative





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### High-Impact Digital Opportunity: TapAd Mobile Rich Media

TapAd Mobile Rich Media unit will include a call-to-action for consumers to expand a standard Texas banner. Upon expansion a multi-screen unit will be appear for users to engage with (similar to the Orbitz and MobileFuse units). Partners will have the opportunity to own one page with the inclusion of an image, headline, and click thru to their website (up to two partner inclusions will be sold).



- **\$14,000 per partner**
  - In-Market Dates: 2/1/16 – 8/31/16
  - Total Impressions: 4,250,000



### High-Impact Digital Opportunity: WeatherBug Brandwrap



This desktop skin will feature custom Texas creative background and the opportunity for partners to own a hotspot (the right hand side callouts). The hotspot will click to the partner's website (other partner assets will be determined by final creative layout).

- **\$2,700 for one partner** - Full campaign duration
  - In-Market Dates: 2/1/16-8/31/16
  - Unit total impressions: 2,637,363





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### High-Impact Digital Opportunity: TravelZoo Featured Destination

TravelZoo finds and curates travel, entertainment and local deals through their website and newsletters. The featured destination platform will allow partners to feature their deals within the Texas featured destination page. Partners will provide their deal or event description, dates, dates, and link to the deal.



- **\$17,142** for full campaign
  - In-Market Dates: 2/1/16-8/31/16
  - Page Impressions: 25,000,000
- **\$2,857/month**
  - In-Market Dates: 2/1/16-8/31/16
  - Page impressions: 3,571,428

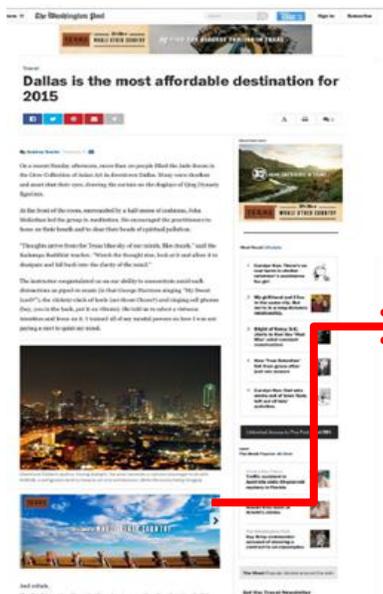


### High-Impact Digital Opportunity: The Washington Post Avalanche

The Washington Post Avalanche unit will appear on travel and Texas related content. The unit will feature Texas creative and when interacted with will scroll to feature content units. Partners will be able to provide their own image, copy and link to their own website.



- **\$2,500 per partner** - Full campaign duration
  - In-Market Dates: 2/1/16 – 8/31/16
  - Guaranteed Impressions: 606,172





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### **High-Impact Digital Opportunity: Opera Complex End Card**

The Opera network targets user within the current most popular apps in the travel category, and targets users based on their demographics, mobile patterns and offline purchase data. The complex end card loads after Texas' branded video plays. Partners will provide a video with the ability to click to their website.



- **\$5,000 for one partner** - Full campaign duration
  - In-Market Dates: 2/1/16 – 8/31/16
  - Estimated Impressions: 3,000,000



Instant-Play™ HD Video



Complex End Card – Video Gallery







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## **V. E-mail Newsletter Program**

Now in its fifteenth year, the Texas Tourism e-mail newsletter is a popular and successful program, with a subscriber database of over 204,000 and growing. The TravelTex.com e-mail subscriber base is 100% qualified – all subscribers voluntarily request to receive the TravelTex.com e-mail newsletters through online opt-in boxes, registrations on TravelTex.com and orders for the Texas State Travel Guide. The database, which is about 95% domestic, has been geographically segmented, allowing Texas Tourism to geo-target its newsletters based on the subscriber’s location. Each month, the newsletter experiences exceptional open and click-through rates. For FY’16, partners will be able to purchase inclusion in the monthly Texas e-mail newsletter or purchase a dedicated partner email that will be distributed to the Texas database.

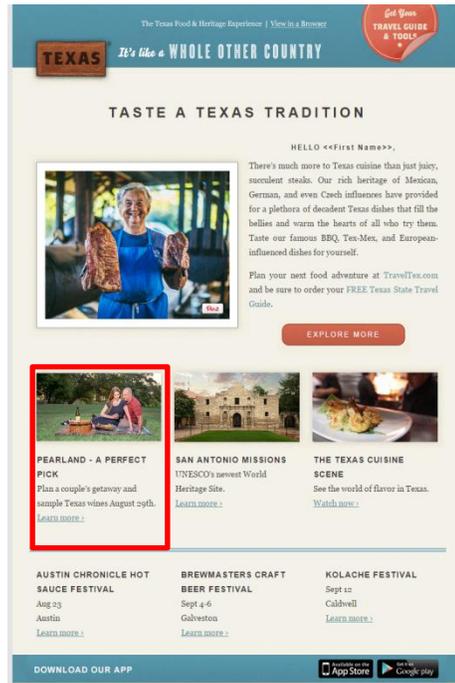




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**Monthly Newsletter Call-Out Creative Inclusion Example:**

Co-op partners will be featured in one of the callout sections directly below the “Explore More” button.



Schedule: The FY’16 newsletter schedule will highlight the following topics each month, but topics are subject to change:

Month	Subject	Close Date	Month	Subject	Close Date
September 2015	Warm Weather in TX	Closed	April 2016	#TexasToDo	No Co-Op
October 2015	Winery Experiences	Closed	May 2016	Swimming Holes	3/1/16
November 2015	Shopping	9/25/15	June 2016	Beaches/Water Activities	4/1/16
December 2015	Holiday	No Co-Op	July 2016	Family Trip Guides	No Co-Op
January 2016	Trip Ideas	No Co-Op	August 2016	Food	6/1/16
February 2016	Rodeos	11/2/15	September 2016	Music	7/1/16
March 2016	Wildflower Trail	1/4/16	October 2016	Craft Beer	8/1/16

Three purchase options:

- **\$4,250: Full Database** – 204,000+ Respondents (includes Domestic and International)
- **\$2,000: Texas Only** (70,000 – 80,000 emails)
- **\$150/Per State** (minimum three state purchase)



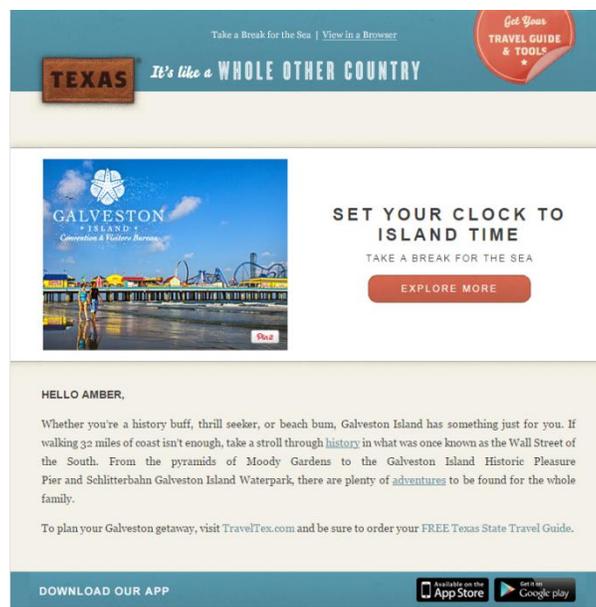


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## Dedicated Partner Newsletter

This dedicated newsletter will include a partner image, logo, 75-100 words of copy, and 3-4 links to relevant partner content. The partner's assets will be integrated within our existing Texas Tourism newsletter template, example from FY'15 shown below. This is a great opportunity to reach consumers and extend your brand's reach.

### Dedicated Partner Newsletter Creative Example:



Dedicated Partner Newsletters will be available September 2015 – August 2016, with the exception of December 2015.

### Three purchase options:

- **\$9,750: Full Database** – 204,000+ Respondents (includes Domestic and International)
- **\$4,000: Texas Only** (70,000 – 80,000 emails)
- **\$275/Per State** (minimum three state purchase)

**\*\*Lead time to secure placement is 60 days prior to month of run. All assets are due to Slingshot 45 days prior to month of run. (Example: August email newsletter- secure placement by June 1<sup>st</sup>, assets due June 15<sup>th</sup>.)**





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## VI. TravelTex.com Program and Placement Options

Partners will have placement options per month of choice, on several interior pages of TravelTex.com. **All placements must be made two months in advance and all assets are due to Slingshot one month prior to live date of placement(s).**

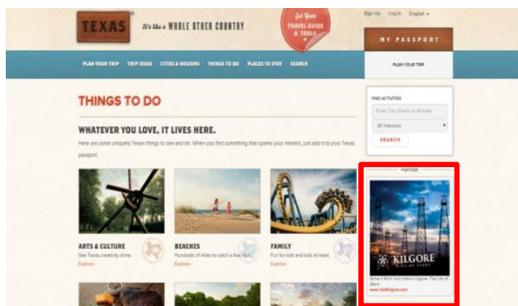
- Slingshot will develop the creative with partner assets.
  - Assets from partners will include an image, copy and a click-through URL to a partner webpage. TravelTex.com Co-Op placements must adhere to the established template format
- All payments are due from a partner prior to live date.

### Co-Op placement options on TravelTex.com:

- Main Page Co-Op Banner – **\$1,300/month**
  - Cities & Regions page
  - Things to Do page
  - Places to Stay page
  - Monthly Unique Visits averaging between 18,000 – 24,000
- Interior Page Co-Op Banner – **\$900/month**
  - Cities & Regions interior page (e.g. Prairies and Lakes)
  - Things to Do Page interior page (e.g. Arts & Culture)
  - Monthly Unique Visits averaging between 7,000 – 10,000
- City Page Co-Op Banner (e.g. Dallas) – **\$750/month**
  - Monthly Unique Visits varying by city, Slingshot can provide upon request

### Trip Ideas Unit on Trip Ideas Page

- Trip Ideas Results Page – **\$1,000/Month**
  - 14,500 average monthly unique visitors across these pages





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## FY 2016 Co-Op Program FAQ

### Q: What is the Co-op Advertising Program?

A: An opportunity to cooperatively join Texas Tourism in its media efforts.

### Q: Why should I do this?

A: To reach a broader audience and affordably appear in Domestic and International placements.

### Q: How much does it cost to participate?

A: All placements are priced differently. Print, interactive/digital, email newsletter and TravelTex.com placements are available. Visit Travel.Texas.Gov after Texas Travel Industry Association (TTIA) Summit 2015 to see options and prices. **There is a one-time fee to partners of \$200 for logo design and development that will be applied to your first order.**

### Q: How do I participate in the Co-Op print program?

A: Follow the steps detailed below:

1. Visit to view Co-Op placement options for print, interactive/digital, email newsletter and TravelTex.com.
2. Select the program(s) in which you would like to participate, based on availability.
3. Complete the Co-Op Advertising Participation Form. Please use individual forms for international or domestic insertions.
4. An insertion order will be issued to you, which you are required to sign and return to Megan DeMoise at Slingshot [Megan.DeMoise@slingshot.com](mailto:Megan.DeMoise@slingshot.com).

**\*\*Reservations are only valid and confirmed when submitted by email with signed insertion order.**

5. Submit all correct assets and materials by the due date. Email your materials to Megan DeMoise [Megan.DeMoise@slingshot.com](mailto:Megan.DeMoise@slingshot.com) and Amber Stock [Amber.Stock@slingshot.com](mailto:Amber.Stock@slingshot.com).

### Q: Are there any restrictions on who participates in the Texas Tourism Co-Op advertising program?

A: The Office of the Governor, Economic Development and Tourism prohibits the advertising of, promoting or displaying alcohol, tobacco, or adult-themed products. Co-Op advertising is also restricted to tourism businesses and destinations located within the state of Texas. The Office of the Governor, Economic Development & Tourism reserves the right to reject any advertising that is deemed inappropriate.

### Q: When can I reserve space?

A: The Co-Op plan for FY 2016 will be available for online purchase on **September 21, 2015** at Advertising Co-Op page on Travel.Texas.gov. All elements will also be available for partner purchase on





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**September 20, 2015** at the Texas Travel Industry Association (TTIA) Summit 2015. If you have any questions or concerns regarding Co-Op advertising, please contact Megan DeMoise at (469) 227-3122 or [Megan.DeMoise@slingshot.com](mailto:Megan.DeMoise@slingshot.com).

**Q: What if one of the Co-Op options we want to reserve is taken?**

**A:** All reservations are handled on a first-come, first-serve basis.

**Q: Are the prices negotiable?**

**A:** No, all prices are final.

**Q. Are there any restrictions on purchasing multiple placements in the same publication?**

**A.** You may not reserve all available placements in one publication. For example, if there are three (3) insertions within Southern Living, you can reserve a maximum of two (2) placements.

**Q: What if a magazine or interactive/digital placement we want to reserve is too expensive for us?**

**A:** You can share the cost by partnering with one other partner (2-partner print ad) in opportunities that offer multiple partner placements.

**Q: Whom should I partner with to form a group?**

**A:** It is completely up to you. In a two Partner placement, it will be the responsibility of the Partner's to gather additional partners, although Slingshot will assist in the process when possible. The only restriction is it must be a tourism business/location in Texas. Suggestions for possible partnerships include partners located near each other; partners from around the state with similar budgets or target markets; partners in similar or same businesses (for example, bed and breakfasts, museums) or complementary businesses (CVB, hotel, attraction). Creativity is encouraged when seeking out and creating partnerships.

**Q. Do you have any discounts?**

**A.** Yes, partners that place an order at 2015 Summit will receive a 10% discount off of that total order. Any orders totaling \$10,000 - \$19,999 will receive a 10% discount. Orders of \$20,000+ will receive a 15%. The higher discount will prevail (for example, if an order placed at Summit is \$20,000, the 15% discount will apply).

**Q: How do I determine which placements per medium are still available?**

**A:** To check current availability, please review the available placements listed online at [Travel.Texas.Gov](http://Travel.Texas.Gov) after Texas Travel Industry Association (TTIA) Summit 2015. All placements are available on a first-come, first-serve basis. Unavailable placements will reflect that they are "closed." You may also call Megan DeMoise at (469) 227-3122 and she will be able to advise availability.





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**Q: What materials do I submit for placements that I have reserved?**

**A:** For Print, assets from partners will include a partner's logo, any brand guidelines and a partner's URL for both Domestic and International placements. For Digital, assets from partners will include a partner's logo, URL click through, and desired square image for TravelTex placements only.

**Q: How should my materials be submitted?**

**A:** All partner assets must be submitted prior to the provided materials deadline. Text must be submitted via e-mail to [Megan.DeMoise@slingshot.com](mailto:Megan.DeMoise@slingshot.com) and [Amber.Stock@slingshot.com](mailto:Amber.Stock@slingshot.com) as an attachment. For Print, deadlines per insertion will be posted at Travel.Texas.Gov after Texas Travel Industry Association (TTIA) Summit 2015. Online form will update to reflect "closed" when the deadlines have passed. For digital, the lead time will vary per placement. The online form will reflect the material due dates per placement.

**Q: Will I receive a proof of my placement(s)?**

**A:** Yes, each partner will receive a digital proof of their print ad, digital banner, high-impact unit and/or TravelTex.com placement, to check for accuracy. Slingshot must have written approval or revisions within five business days of sending the proof to each partner. Each partner will also receive a monthly performance recap.

**Q: How do I pay for my placement (s)?**

**A:** Each participant will receive an invoice from Slingshot, LLC following the submission of the Co-Op Advertising Participation Form. Checks are the only accepted payment method. **All payments are due within 30 days of the publication drop date**, with the exception of the high-impact digital ad units.

Upon receipt of invoice, please send all payments to:

**Slingshot, LLC**

**Attn: Accounting**

**208 North Market Street, Suite 500**

**Dallas, Texas 75202**

Please write "Tourism Co-op Advertising" in the memo field of your check.

Failure to pay within 30 days will result in canceling remaining scheduled print insertions and/or run of digital placements.

**Q: Which of the State's creative executions will run with on placements that I've selected?**

**A:** Creative executions for all elements vary and are listed under the 2016 Co-op Advertising section of Travel.Texas.Gov after Texas Travel Industry Association (TTIA) Summit 2015. Economic Development and Tourism (EDT) determines creative executions for each placement. EDT reserves the right to change





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creative executions to accommodate relevant editorial. If creative is changed after your purchase, we will contact you to give you the option of canceling your reserved placement.

**Q: What if I cannot—or decide not to—participate after signing up?**

**A:** There are three different scenarios:

- For One-partner reservations, if you cancel a reserved placement in writing prior to the material due date, there will be no cancellation penalty and you will receive a full refund of the media cost (if you have already been invoiced and paid).
- If you cancel a reserved placement by the media material closing date, and do NOT provide a replacement partner, you will not receive a refund.
- Partners with Two-partner co-op placements, who cancel their portion, must provide a replacement partner willing to sign an insertion order prior to the material deadline in order to qualify for full refund. Otherwise, partner will be charged their full portion of the co-op placement.

