



nwtf®

# 2023 Rate Card



Don't miss the opportunity to help us  
celebrate 50 years of conservation successes  
for the NWTf!





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# About Us

**Welcome** to the National Wild Turkey Federation, where our passion for conservation merges with a burning desire to preserve this nation's hunting heritage while expanding hunting opportunities for everyone.

From our humble beginnings in 1973, when wild turkey numbers were critically low, we have become one of the strongest conservation organizations in the country. While growing our membership, we are forging partnerships across the industry to continue conservation work that will Help the Yalp and ensure Healthy Habitats. Healthy Harvests.

If your business goal is to reach avid turkey hunters, dedicated conservationists and outdoor enthusiasts with your message or product, you are in the right place. Let us connect you with the NWTF's most valued resources: its members, partners and staff.

Every day of the year, thousands of NWTF volunteers, partners and staff put boots on the ground for conservation; provide educational and hunting opportunities for countless women, children, veterans and people with disabilities; encourage all types of people to hunt and enjoy the outdoors; and stand up for hunting rights in capital buildings across the United States.

No one does it better than the NWTF. Since 1985, our volunteers and partners have raised and put to use more than \$500 million toward that mission. With over 86% of the NWTF's expenditures invested in activities that support our mission, you can guarantee your investment in the NWTF is working for the future of conservation and hunting.

Advertise with us and deliver your message to the most dedicated audience of hunters and conservationists in the world.



# Your Partnership Starts Here

**The NWTF offers** customizable partnership agreements to maximize your reach. We have a team dedicated to every partner to ensure you receive the best attention. Call us today to put your brand in front of conservation's most dedicated volunteers.



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## By the Numbers

**Turkey hunters crave** the outdoors lifestyle. They do it all: conservation, hunting, fishing, shooting sports, mentoring the next generation and MORE! They support companies that support the NWTF.



**88%**

hunt white-tailed deer, mule deer, elk and hogs



**51%**

spend more than \$1,000 on hunting each year



**94%**

have a household income of \$75,000 or more



**55%**

camp or hike



**78%**

read advertisements in *Turkey Call* magazine



**75%**

own a bow



**82%**

freshwater fish, bass fishing and fly fishing being the most popular



**42%**

traveled out of state to hunt in the last 12 months



**91%**

are homeowners



**82%**

own a handgun



# Opportunities for Partnerships



## Publications

### Turkey Call

NWTF's lifestyle magazine for members, hunters and conservationists

**SIX ISSUES**  
PER YEAR

**355,000**  
READERSHIP

### JAKES COUNTRY

Outdoor fun and adventure magazine for NWTF members 17 and younger

**FOUR ISSUES**  
PER YEAR

**45,000**  
READERSHIP



## E-Media

Followers on Facebook  
MORE THAN  
**346,000**  
Engagements  
MORE THAN  
**2,267,000**



Followers on YouTube  
MORE THAN  
**6,300**  
Annual Views  
MORE THAN  
**236,000**



Followers on Twitter  
MORE THAN  
**77,000**  
Nearly  
**34,000**  
Engagements



NWTF Podcast  
Average Listeners  
**2,900**  
downloads  
per episode



Followers on Instagram  
MORE THAN  
**262,000**  
Engagements  
MORE THAN  
**1,100,000**



Turkey Shoot  
MORE THAN  
**500**  
Shooters  
**1,000**  
Attendees



## Events

Impressions at NWTF Hunting Heritage Banquets across North America

MORE THAN  
**347,000**

Outreach events for youth, women, disabled persons, veterans and families

MORE THAN  
**50,000**

2022 NWTF Convention and Sport Show, annual event in Nashville

MORE THAN  
**52,000**  
ATTENDEES



## Licensing, Royalty and Corporate Partnerships

Customizable partnership agreements to

**MAXIMIZE**  
your reach

Your  
**BRAND**  
in front of  
conservation's  
most dedicated  
volunteers

NWTF.org  
MORE THAN  
**1.6 MILLION**  
**VISITS**  
Annually

eBlast  
MORE THAN  
**250,000**  
Addresses  
Each Month  
Average Open Rate  
**20%**

[shop.NWTF.org](http://shop.NWTF.org)





# Turkey Call Magazine Calendar/Pricing

## 2023 Editorial Calendar (Subject to change)

ISSUE	TOPIC	AD CLOSE	MATERIALS DUE
January/February	Open/Hunt Camp History	10-07-2022	11-01-2022
March/April	50th Anniversary Eastern Subspecies History/Spring Hunt Guide	12-28-2022	1-16-2023
May/June	Osceola Subspecies History	2-22-2023	3-9-2023
July/August	Rio Subspecies History	4-14-2023	5-4-2023
September/October	Merriams' Subspecies History/Fall Hunt Guide	6-13-2023	6-28-2023
November/December	Gould's Subspecies History	8-11-2023	9-4-2023

## Advertising Pricing

FOUR COLOR PLACEMENT	1X	3X	6X
INSIDE FRONT COVER	\$10,500	\$9,975	\$9,450
INSIDE BACK COVER	\$10,500	\$9,975	\$9,450
BACK COVER	\$12,000	\$11,400	\$10,800
FULL PAGE	\$9,900	\$9,405	\$8,910
2-PAGE SPREAD	\$17,000	\$16,150	\$15,300
1/2 PAGE HORIZONTAL	\$5,800	\$5,510	\$5,220
1/3 PAGE VERTICAL	\$4,300	\$4,085	\$3,870

\* All cover and full page must be true vertical ads. See page 8 for digital file and acceptable ad guidelines.

**Guide to the Outdoors** – Business card size ad (3½" x 2"), black and white: \$450, Four color: \$500, no discounts apply

**Classified Display** – Available in Buy, Sell, Exchange section (2½" x 1½"), Black and white: \$150, Four color: \$200, no discounts apply

### Turkey Call Digital Version Add-ons

Covers	8" x 10.75"	8.25" x 11"	7.125" x 9.7"	\$3,000
Interstitials	8" x 10.75"	8.25" x 11"	7.125" x 9.7"	\$3,000
Banners			2.26" x 9.7"	\$1,000

**Classifieds** – Available in Buy, Sell, Exchange section, \$3 per word with a 15-word minimum, payment must accompany ad, no discounts apply

**Gear Up** – \$1,600 per product per issue

**Friends of the Flock** – Requires \$5,000 licensing agreement or corporate partnership contract



# JAKES Country Magazine Calendar/Pricing

**Fun and adventure awaits** NWTF members 17 and younger, as they learn hunting tactics, safe shooting tips and the character it takes to be a true outdoors sports enthusiast. We mail four issues per year to over 25,000 NWTF JAKES households. Only four pages of advertising in each issue.

## 2023 Editorial Calendar (Subject to change)

ISSUE	TOPIC	AD CLOSE	MATERIALS DUE
Winter	Preparing for a New Year	11/2	11/13
Spring	A New Season Begins	2/8	3/3
Summer	Beat the Heat	5/7	5/21
Fall	The Chase is On	8/3	8/16

## Advertising Pricing

(FOUR COLOR)	TRIM	BLEED	LIVE AREA	PRICE
*Covers 2 and 3	8" x 10.875"	8.25" x 11.125"	7.125" x 9.8"	\$600
Cover 4	8" x 10.875"	8.25" x 11.125"	7.125" x 9.8"	\$600
Full page	8" x 10.875"	8.25" x 11.125"	7.125" x 9.8"	\$500
½ page horizontal			7.125" x 4.75"	\$200
½ page vertical			2.26" x 9.7"	\$200

\* All cover and full page must be true vertical ads.  
See page 8 for digital file and acceptable ad guidelines.





# Notes to Advertisers

## Digital File Guidelines

NWTF publications require all ads to be submitted digitally. Please pay careful attention to the following guidelines for advertising art.

## File Format

Adobe PDF files must have all fonts embedded, no RGB data and no JPEG data. EPS files with fonts converted to outlines. InDesign, Illustrator and Photoshop, and QuarkXpress files must be submitted as EPS or PDF. Image files must be TIFF or EPS, CMYK format, 266 or 300 dpi resolution color.

## Color

Four-color process (CMYK). Spot color and RGB are not acceptable.

## Fonts (Open Type and True Type)

Supply all fonts for text and graphics as one suitcase per family. Use the actual typeface from the font library. Do not use bold, italicized, etc., formatting options found within the document layout program

***\*The NWTF reserves the right to request changes to advertising (images/text/etc.) before approving for publication.***

FOUR COLOR PLACEMENT	SIZE	BLEED	MARGINS - SAFE AREA				TOTAL SAFE AREA
			Left	Top	Right	Bottom	
INSIDE COVER PAGE 1	8" x 10.75"	Minimum .25"	1"	.75"	1"	.75"	6" x 9.25"
INSIDE COVER PAGE 2	8" x 10.75"	Minimum .25"	1"	.75"	1"	.75"	6" x 9.25"
BACK COVER	8" x 10.75"	Minimum .25"	.75"	.75"	.75"	.75"	6.5" x 9.25"
FULL PAGE	8" x 10.75"	Minimum .25"	1"	.75"	1"	.75"	6" x 9.25"
2-PAGE SPREAD	16" x 10.75"	Minimum .25"	.75"	.75"	.75"	.75"	14.5" x 9.25" (Avoid center 2-inches for vertical page fold)
1/2 PAGE HORIZONTAL	8" x 5.5"	Minimum .25"	1"	.75"	1"	.75"	6" x 4"
1/3 PAGE VERTICAL	3.75" x 10.75"	Minimum .25"	.5"	.75"	.5"	.75"	2.75" x 9.25"

- Pre-payment is required of all classified and GTO advertisers. Payment must accompany insertion order.
- Net 30 for display advertisers. Finance charge of 1% per month after 60 days.
- No cancellations accepted after closing date. 10% penalty for cancellation after closing date. Covers cannot be canceled.
- The NWTF will provide a 15% agency discount off full rack rate.
- All advertising is subject to publisher's approval.
- Publisher assumes no responsibility for errors in key numbers and no liability for omission of any advertisement. If we make an error, we will insert a make-good ad in a subsequent issue at no charge.
- Advertiser assumes all liability for all contents of ads printed and for any claims or suits against the publisher arising there from.



# NWTF E-Newsletter

News, tips and new products sent monthly  
to a mailing list of 250,000

**Title Sponsor – \$2,000 per month**

550 x 100 pixels jpg, top logo, middle ad, call for availability

**Newsletter Banner Ad – \$800 monthly**

550 x 100 pixels jpg, if purchased annually can interchange with  
sponsor feature and/or product review, call for availability

**Paid Content Feature – \$1,000 monthly**

550 x 250 pixels jpg, call for availability

**Product Review – \$1,000 monthly**

550 x 200 pixels jpg, if purchased annually can interchange with  
banner ad and/or sponsor feature, call for availability





## Social Media

Social promotions – **\$2,500 each**



### Facebook

Materials needed:  
1200 x 630 jpg or Video  
Post text  
url with link



### Twitter

Materials needed:  
440 x 220 jpg or Video  
Post text  
url with link



### Instagram

Materials needed:  
1080 x 1080 jpg or Video  
Post text  
url with link



Home / The Lifestyle / Hunting / Wild Turkey Behavior

HUNTING

## Wild Turkey Behavior

So, what does a wild turkey do during the day?

NWTF Jun 02 2020 · 5 min read



### They Eat

It's been said that if you can locate a food source then you can locate birds. Wild turkeys are opportunistic foragers. They spend a good portion of their day scratching in leaf litter, chasing bugs and milling for seeds. See their food habits outlined below.



An average adult turkey diet is made up of 85 percent vegetable matter and 15 percent animal matter.

**Poult:** In the first few weeks and during their first summer, broods spend nearly 90 percent of their waking hours feeding. Poults grow at rapid rates and require a steady intake of nutritious food, mainly consisting of small insects (beetles, grasshoppers, leafhoppers) which are generally better sources of protein and energy than plant materials. As poults grow, they use more habitat types and food sources.

**Juveniles and adults:** Both animal and plant matter are consumed by older turkeys. Frequent food sources include soft mass (such as fruits, including blackberries, cherries, huckleberries and grapes), hard mass (such as acorns, bechnuts and hickory nuts), as well as grasses, sedges, wheat and chufa. Animal foods consist of larvae, grasshoppers and beetles.

Your Support Makes a Difference  
Donate to Our Mission

### They Walk

Wild turkeys generally move 1/2 mile or two in one day depending on habitat and distance to food and water sources. The annual home range of wild turkeys varies from 370 to 1,360 acres and contains a mixture of trees and grass cover. Deep snow in the north and dry conditions in the west limit access to food and water and also set limits to the wild turkey's distribution across the United States.

### They Talk

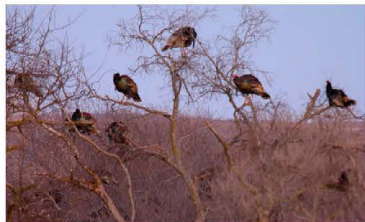
Just like humans, turkeys talk to communicate. Their vocabulary consists of 26 distinct calls. Each sound has a general meaning and can be used for different situations. Male turkeys are notorious for their iconic gobble which, unlike other calls, is given with a fixed intensity. Listen to all the sounds made by the wild turkey on our Wild Turkey Sounds page.

Get the latest Hunting & Conservation news and insights.



### They Roost

Roosting in trees is an important element in the life of a wild turkey. It is a life-saving technique because roosting in trees helps birds avoid ground predators. Poults begin roosting from about 14-28 days old, depending on the sub-species, location and temperature. Turkeys may use traditional roost sites at night after night but they generally use different sites and move from tree to tree. Turkeys usually select the largest trees available and roost as high in them as they can comfortably perch. In fair weather, hardwood trees are favored, while hemlocks offer good protection from harsh elements.



Poult prefer mature timber for roosting sites.

### They Fight for Dominance & Mate

During the fall and winter seasons, it's common for turkeys to be in the good company of their equals. You'll see groups of jakes, old and young hens and

# NWTF.org

Banner ads – ad can be placed in detail pages within the website – **\$1,000**

**Digital Ad Dimensions**  
Max size: 40KB  
Desktop: 728 x 90  
Mobile: 300 x 50







# E-blast

Send your own personal e-news ad  
to our list of 250,000 subscribers



## Promotion Content

**TETRA**  
HEARING

**Save \$200 on  
TETRA Multi-Pursuit**  
FOR THE HUNTER WHO DOES IT ALL

If you're going from the dove field to the deer stand to the duck blind this fall, and back to the turkey woods in the spring, then TETRA's Multi-Pursuit devices are built for you.

**Exclusive NWTF Member Deal:**  
Save \$200 on TETRA Multi-Pursuit through July 31.

Multi-Pursuit is available in AmpPods, AlphaShield, and CustomShield. In addition, take our online hearing test and we'll customize your devices to your specific hearing loss.

**DISCOUNT CODE: NWTF200**

GET MULTIPLE PURSUITS IN ONE DEVICE

Shop now at [TETRAHearing.com](http://TETRAHearing.com)

**TETRAHEARING.COM**

**Materials needed:**

- 600 x 1000 jpg graphic
- subject line text
- url or html file

**\$3,500** for peak months  
(Jan 1 – May 31)

**\$3,000** off-peak months  
(June 1 – Dec 31)

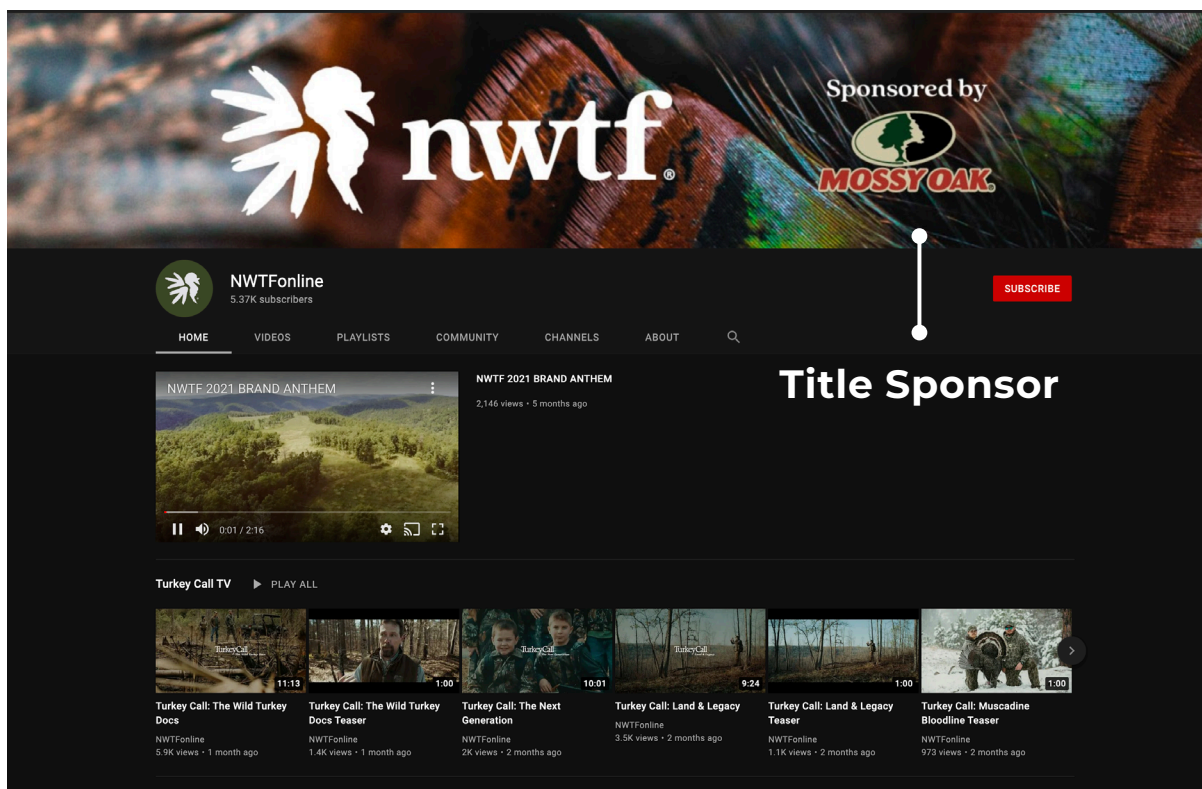


# Video – NWTF online

youtube.com/NWTFonline

## Title Sponsor

NWTF will include logo on the title bar at the top of the home page — **\$20,000 year**



## Episode Sponsor

Recognition of “This episode sponsored by” through product placement and logo in individual episodes — **\$3,500 each**

## Gear Up Product Review Segment

NWTF staff will provide and film an unbiased, 2-minute review of partner-supplied product — **\$2,500 each**



# Audio

## Turkey Call: All Access Podcast

Two episodes each month



### Title Sponsor

One year – **\$20,000** / Half year – **\$12,000**

Logo on all promo materials. Title mention at beginning and end of every episode per commitment.

Guest spot Full Episode - 12-month sponsor gets two episodes or 6-month sponsor gets one episode.

Mention on social media; 1 per release week. Mentioned in quarterly podcast e-blasts.

### “Powered By” Ads

Ad on each bi-weekly podcast. Ad will run pre, mid and post episode.

Minimum 3-month placement. Supporting ad buys not to exceed 3 companies per quarter.

#### 30 second ad :

\$4,000 Quarter / \$14,400 year (10% discount)

#### 15 second ad:

\$2,400 Quarter / \$8,600 year (10% discount)





nwtf  
PHOTO  
CONTEST

*"Spring Dream" by Brooke Dinnen, 2022 Photo Contest Winner*

# NWTF Annual Wild Turkey Photography Contest

**Title Sponsor – \$15,000**

**Contest runs October 1, 2022 through January 10, 2023**

Winning entries will be printed, framed and displayed at our convention.

The Contest has garnered more interest each year since moving to a digital platform.

For the contest that ended January of 2022 we saw:

- More than 700 images sent in
- More than 400 photographers
- More than 2000 votes for images by the public

**Statistics from the Wild Turkey Photo Contest that ended in January of 2022**

Combined Facebook and Instagram:

- **Reach of over 770,000**
- **Impressions over 517,000**
- **E-blast engagements over 34,000**
- **www.photo-contest.nwtf.org** drew in over **22,000 page views from over 3,000 unique viewers**
- **52,000 + impressions at the NWTF National Convention and Sport Show.** Prints of the winning photos are framed displayed in a very visible location just outside of the Waterin' Hole and entrance to the Taxidermy contest area. A steady stream of attendees and hotel guests pass by throughout the week and stop to admire the photography. A Banner with your company name/logo would be present in the area.
- **A 2-page spread in Turkey Call magazine** displayed the winning images and recognized the sponsor. Sponsored by information would be placed on article. Magazine goes out to all our members.

This contest attracts not only hunters but potential bird watchers, wildlife enthusiasts and photographers.

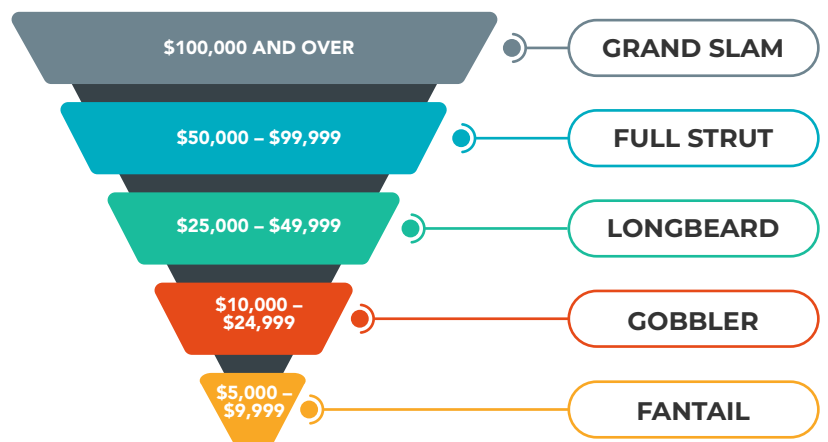




# NWTF Convention and Sport Show

**A smart investment!** The NWTF Convention and Sport Show will reconvene in Nashville, TN in 2023 to celebrate our 50th Anniversary. We hosted more than 52,000 attendees in 2022 and anticipate even more in February.

Join us as a sponsor and engage our members with your brand! From our popular gathering spot, the Waterin' Hole, to the show floor, calling competitions, live auctions, nightly events and more – there's a vast array of sponsor opportunities to reach our audience. Various sponsor levels to fit your brand strategy and budget. Our annual convention and sport show keeps getting bigger and better. We'll see you in Nashville...



For a complete list of sponsorship opportunities at our 2023 convention, contact corporate relations on page 3.



# Event Sponsorship Opportunities

**NWTF volunteers and staff** host fundraising and educational events across the country, introducing thousands of people to the outdoors — and bringing your brand to them.

## Hunting Heritage Banquets

Local and state NWTF chapters host thousands of fundraising banquets nationwide each year to raise funds that help conserve wildlife and habitat, and introduce new people to the outdoors. In 2022, more than 173,000 people attended over 1,100 events.

Branding opportunities include:

- Banners – **\$10,000**
- Co-branded stadium cups – **\$10,000**
- Tablecloths – **\$10,000**
- Placemats – **\$10,000**
- Back of banquet tickets – **\$10,000**
- Freedom Front Lines recognition pins – **\$10,000**

Product donations for live and silent auctions are a welcome addition to any banquet.

*For sponsorship opportunities at NWTF events, contact corporate relations on page 3.*





# NWTF Turkey Shoot

**Each year** the NWTF Shooting Program hosts shooting events across the country, including one of the largest NSCA registered shoots in the nation, Turkey Shoot.

The 2022 event hosted 507 shooters and over 1,000 attendees.

## **Title Sponsor – \$15,000 (Limit 1)**

- Your logo will be presented as the official sponsor of the 2022 Turkey Shoot
- Your logo on all correspondence, including advertising, communications and promotions
- Your logo banners in premium placement at main entrance, registration, throughout all courses, shooter numbers and main tent
- Your logo in our post Turkey Shoot article for *Turkey Call* magazine
- Five entries into ALL shooting events including golf carts and ammo
- Speaker at Saturday night dinner
- Five station sponsorships

## **World Slam – \$12,000 (Limit 1)**

- Sponsor of all sub-gauge events
- Your logo on banners at registration, main tent, and throughout sub-gauge course, and main course
- Your logo on banners at entrance and throughout sub-gauge course
- Three entries into ALL shooting events including golf carts and ammo
- Two station sponsorships

## **Royal Slam – \$10,000 (Limit 1)**

- 5-stand sponsor
- Your logo on banners at 5-stand, registration, main tent and throughout main course
- Three entries into main event including golf carts and ammo
- Three station sponsorships on main event course

## **FITASC Sponsor – \$5,000 (Limit 1)**

- FITASC event sponsor
- Your logo on banners at registration, main tent and FITASC parcours
- Two entries into main event including golf carts

## **Golden Gobbler – \$5,000**

- Your logo on banners at registration, main tent and throughout main course
- Two entries into main event including golf carts
- One station sponsorship

## **Boss Gobbler Station Sponsor (approx. 53) – \$1,000**

- One station sponsorship
- Your logo on signage at station

For sponsorship opportunities at NWTF events, contact corporate relations on page 3.



# NWTF Outreach Events

Outreach events provide opportunities to explore the outdoor world through the traditions of responsible hunting and also teach the principles of habitat management, hunting ethics and safety. The NWTF Outreach Events (JAKES, Women in the Outdoors and Wheelin' Sportsmen) which incorporates families, collegiate and underserved audiences, reached over 50,000 people.

## **Learn to Hunt Clinics**

NWTF chapters also host various Learn to Hunt clinics. These clinics focus on basic information of the game pursued including biology, hunting regulations, gear, safety, hunt setups and strategies, and may also include game cleaning and preparation.

## **Mentored Hunts**

NWTF chapters supply social support for new hunters through mentored hunts geared toward new and novice hunters. These hunts provide mentors for each hunter to ensure a safe, educational and enjoyable experience. Many hunts are followed by instruction on how to clean and prepare wild game.

## **Field to Fork**

NWTF Field to Fork events and clinics, include game cleaning and preparation focusing on wild game dishes, incorporating fish, fresh fruits and vegetables. This is a great platform to introduce individuals to hunting, by highlighting the connection to food. This is more relevant than ever for the public to understand the importance of hunting to the health and food security of this nation.

*For sponsorship opportunities at NWTF events, contact corporate relations on page 3.*



# Licensing and Royalty Program

Combine your brand's forces with the NWTF's and set your products apart with our mark, our brand and our seal of approval. The NWTF brand stands for the future of hunting and conservation. It stands for the best, and only the best. Join our other licensed partners, the top brands in the outdoor industry – the brands that give back; the brands that look to a bright future ... just like we do.

NWTF offers partners a positive brand association with the added value of support and endorsement from the organization. As an NWTF licensee, your company is able to reproduce the NWTF logos and marks onto products and packaging. You'll also have national branding opportunities through NWTF media outlets and the NWTF Convention and Sport Show.

## **NWTF Offers Its Licensees:**

- Product highlights on the licensee page in *Turkey Call* magazine
- Editorial support in *Turkey Call*
- A listing on the NWTF partners webpage
- One social post per quarter to promote licensed product
- A chance to exhibit licensed products in the NWTF Convention and Sport Show New Products Showcase
- A discount on magazine ads
- Custom agreement for full partnerships that provide discounts off marketing elements
- Inclusion in Official Licensed Products Booklet

## **Enrollment Process**

- All licensees are under contract.
- Minimum licensing fees start at \$5,000.
- Royalty percentage is paid on units sold at wholesale (two-step distribution) or retail (direct marketing).
- Royalty percentage is determined and applied only after sales have surpassed the required minimums each year.
- Royalties are paid quarterly with a reconciliation report.





# Corporate Partnerships

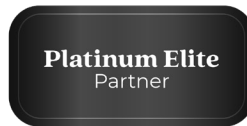
**The NWTF** Corporate Conservation Circle recognizes corporations for their financial support through contracted marketing and sponsorship programs.

Gain support and recognition for your company while leaving a legacy of conservation. Contact a Corporate Relations team member from page 3 to find out how you can become part of this program.

## Elite Level



\$5,000,000 - \$6,999,999



\$7,000,000 - \$10,000,000

## Legacy Level



\$1,000,000 - \$1,999,999



\$2,000,000 - \$3,499,999



\$3,500,000 - \$4,999,999

## Core Level



\$20,000-\$49,999



\$50,000-\$99,999



\$100,000-\$249,999



\$250,000-\$499,999



\$500,000-\$999,999