

OUTFRONT/

WE GET YOU **PALM SPRINGS**

Media Across The Market



MASTERING THE ART & SCIENCE OF OOH /

OUTFRONT /

At OUTFRONT, we understand that to brands, audiences are everything. Our media impacts people where and when it matters. As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to **helping people, places, and business grow stronger.**

We are masters of the Art & Science of OOH. We continue to add intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solutions designed to reach and measure impact against your desired audience. Plus, we understand the power of creative, so we offer access to our Cannes Lions award-winning in-house agencies.

We blend the visibility and creative impact of real-world media with the versatility of digital, infused with the power of audience data. We champion the power of the biggest canvases in America to drive engagement, fame, and trust.

We are OUTFRONT by name and OUTFRONT by nature. We are front and center in the places where people live, work, and play. From neighborhoods and communities to urban centers and transit hubs, to busier than every highways and roads.

We are everywhere. We empower smart brands to leverage our ubiquity (500K canvases & 14.1B weekly impressions), our national footprint (25 top markets), and our local community connections (and relevance).

**Welcome to America's most visible
and most versatile media network.**

**Welcome to OUTFRONT.
We get you America.**

PALM SPRINGS
323.222.7171



IMPACT WHERE IT MATTERS /

WE LEVERAGE THE POWER OF **TECHNOLOGY, LOCATION, AND CREATIVITY** TO DRIVE IMPACTFUL ENGAGEMENTS BETWEEN BRANDS AND **AUDIENCES.**



TECHNOLOGY

Technology is a priority for OUTFRONT. We have the right hardware, software, and data to make your campaigns targeted, efficient, and trackable. We know reaching the right people is a top priority. That’s why we use syndicated research, proprietary geospatial data, and real time mobile data to find people IRL. We also know that measurement matters. So, we have developed an attribution model that is scalable to meet different business needs.

LOCATION

At its heart, OOH is a location based medium allowing smart brands to leverage contextual relevance. With over 500K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breadth with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (7 out of 10 Americans weekly*), with targeted messaging by market or demographic.

CREATIVITY

Creative drives 70% of an ad’s effectiveness and OOH is the most creative medium out there. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Leverage our Cannes Lions award-winning in-house creative agencies for best in class creative services and dynamic digital add-ons.

OOH DRIVES SUCCESS /

OOH IS A POWERFUL MEDIUM WITH PROVEN SUCCESS IN DRIVING DESIRABLE BRAND OUTCOMES ACROSS THE PURCHASE FUNNEL. THIS LAYERED WITH ITS LOW CPM MAKE IT AN EFFECTIVE AND EFFICIENT ADDITION TO ANY MEDIA PLAN.

AWARENESS

OOH performs best for awareness across all demographics, while also ranking as the #1 preferred media format for Millennials and GenZ. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

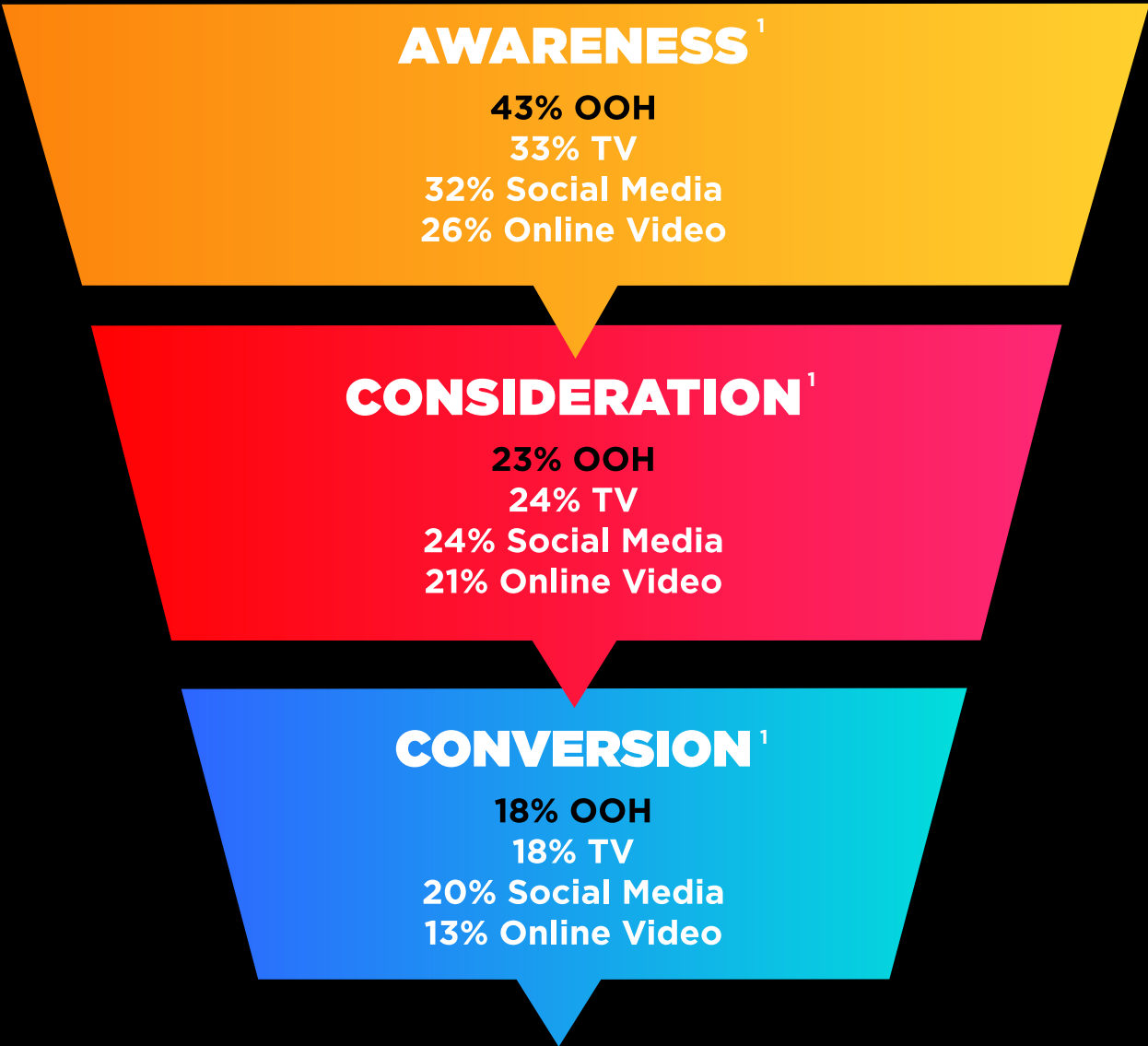
CONSIDERATION

People take action after seeing out of home, whether in real life or digitally. In fact, OOH drives 5.3X more search queries and 5X more website visits than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations.

CONVERSION

OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums, OOH offers the dual advantage of cost-effectiveness and widespread impact. Evidenced by **eBay’s 27% surge in ad revenue** post-transition to a “full-funnel” marketing approach, the potency of OOH in driving conversions is undeniable.

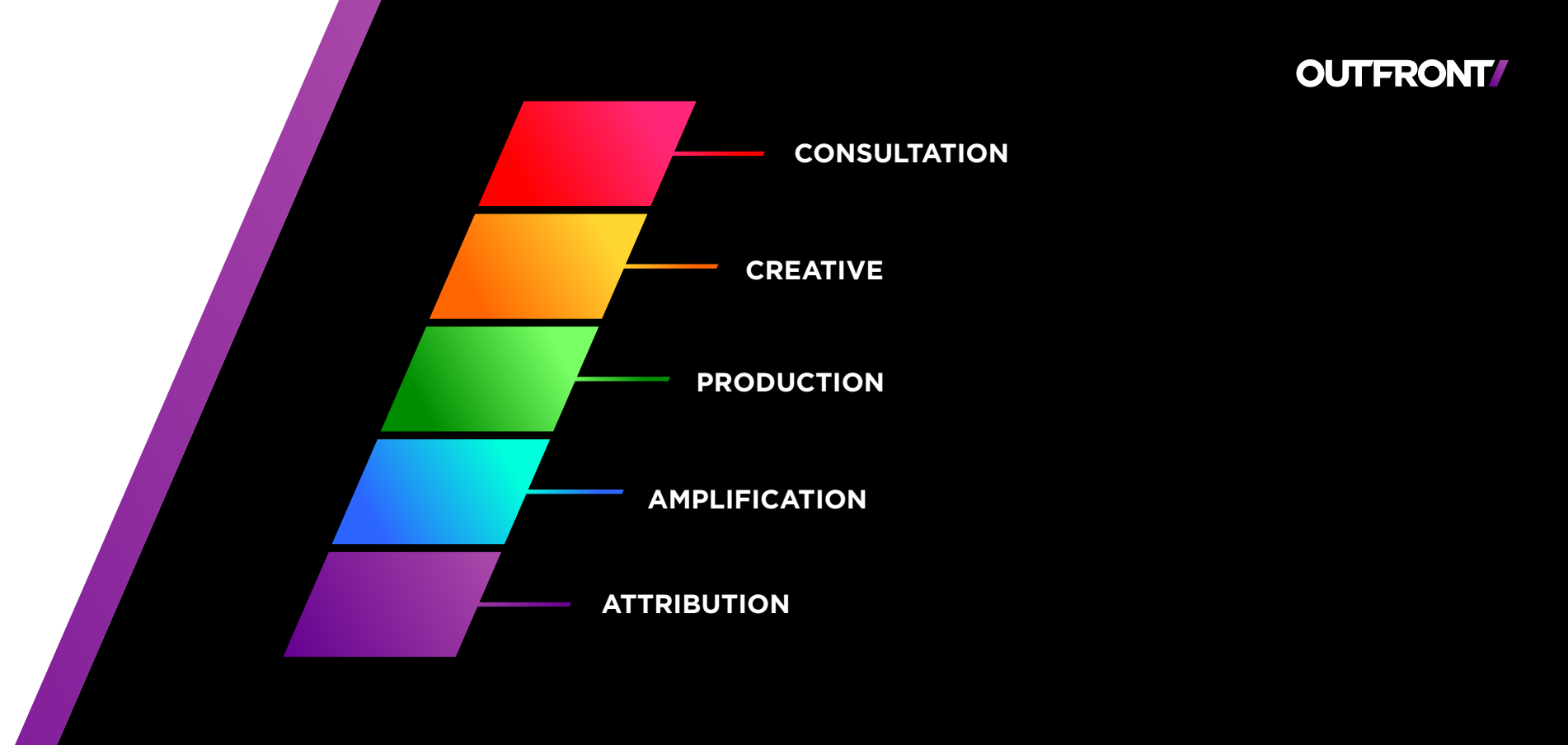
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SOURCE: 1. DYNATA & INSIGHTS FOR MOVE 2022 2. EBAY



LEVERAGE OUR EDGE /

OUTFRONT'S 360° PARTNERSHIP
APPROACH ENSURES YOU GET
THE EDGE ON YOUR COMPETITION.

OUTFRONT/



CONSULTATION

DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to buy programmatically? 2,200+ digital billboard and transit canvases available on top SSP & DSP platforms.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

Leverage our Cannes Lions award winning in-house creative agencies, XLabs & OUTFRONT STUDIOS. Together, we can aid in anything from best practices to full campaign development or bring dynamic digital elements to your campaign.

PRODUCTION

LAUNCHING YOUR CAMPAIGN

Let's launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION

TAKING YOUR MESSAGE FROM IRL TO URL

OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can assist in press, social campaigns, and digital engagement tracking.

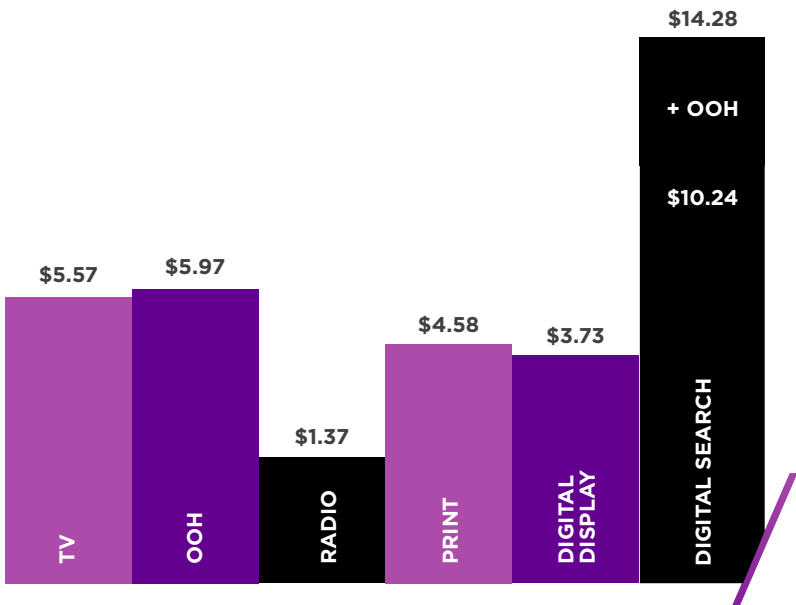
ATTRIBUTION

TRACKING SUCCESS

Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Tune In, and Brand Affinity.

AMPLIFICATION MATTERS/

OUTFRONT is the best primer for digital engagement.



SEARCH

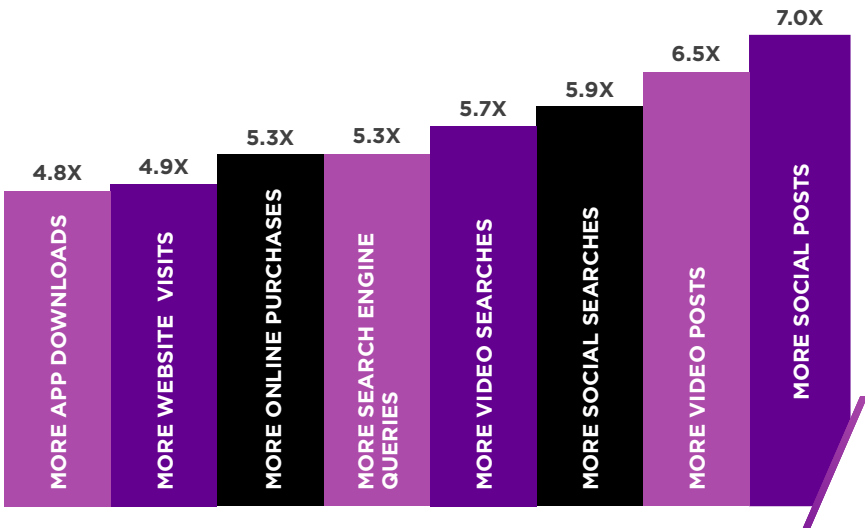
When out of home is added to the media mix, it **increases search’s return on ad spend by 40%**. That’s because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that’s **5.3x the performance** of other media.

Out of home drove a **300% increase in search** for an innovative healthcare company. [Learn more.](#)



SCAN OR CLICK
FOR THE
AFREZZA STUDY

SOURCE: BENCHMARKETING, COMSCORE, NIELSEN, OCEAN NEURO INSIGHTS.



SOCIAL

Out of home drives 7X more social posts than any other medium, per ad dollar spent. It also drives **6.5X more video posts** and **5.9X more social searches**. Plus, one in four Americans have posted an OOH ad to their Instagram.

Louis Vuitton’s SoHo based OOH campaign reached an estimated **197 million people on social media**. [Learn more.](#)



SCAN OR CLICK
FOR THE LOUIS
VUITTON STUDY



MOBILE

Out of home inspires us to take out our phones and do something – like click a mobile ad. Consumers are **48% more likely to engage** with a mobile ad after exposure to the same ad via OOH.

Bounce Curl combined OOH and mobile to **increase purchase intent by 18%**. [Learn more.](#)



SCAN OR CLICK
FOR BOUNCE CURL
CASE STUDY

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ATTRIBUTION MATTERS/

OUTFRONT/

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE **ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIs.**



FOOTFALL

McDonald's achieved an outstanding surge in foot traffic with OUTFRONT. Through strategic placement on key LA routes, engaging mobile targeting, and collaboration with social influencers, this case study unveils the art and science behind elevating in-store visits. OUTFRONT has seen an average lift of 131% for those exposed to OOH. [Learn how we drove store visitation for a local McDonalds.](#)



ONLINE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app. OUTFRONT continues to pair strongest with online conversion, with an average lift of 345% in website traffic for those exposed to OOH. [Read how we drove website traffic for a DTC hosiery brand.](#)



TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift. OUTFRONT has seen an average lift of 23% for those exposed to OOH. [See how we drove tune-in for a major sports league.](#)



LOCATION SURVEYING

On site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media. [Learn how we drove sales lift for auto dealers in a Top 5 DMA.](#)

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SCAN OR CLICK
FOR THE FOOTFALL
CASE STUDY



SCAN OR CLICK
FOR THE ONLINE
CASE STUDY



SCAN OR CLICK
FOR THE TUNE-IN
CASE STUDY



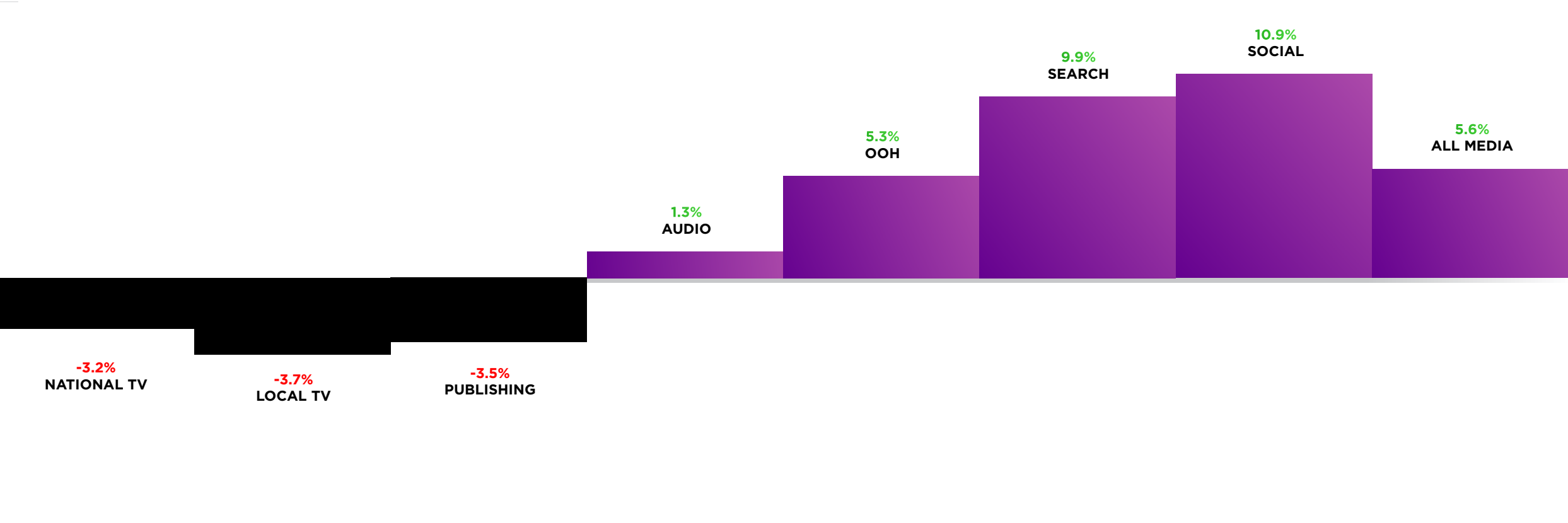
SCAN OR CLICK
FOR SALES LIFT
CASE STUDY



OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2024. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

2024 U.S. MEDIA FORECAST



TOP 50 MARKETS /

| | TOP 50 MARKETS | CBSA POPULATION | BULLETINS | WALLSCAPES | POSTERS & JUNIOR POSTERS | COMMUTER RAIL & SUBWAY | BUSES | STREET FURNITURE | SPECIALTY | OUTFRONT PRIME | MOBILE + SOCIAL NETWORKS |
|----|----------------------------------|-----------------|-----------|------------|--------------------------|------------------------|-------|------------------|-----------|----------------|--------------------------|
| 1 | New York-Newark et al, NY-NJ-PA | 19,639,046 | ● ● | ● | ● ● | ● ● ● | ● | ● ● | ● ● | ● ● | ● |
| 2 | Los Angeles-Long Beach et al, CA | 12,869,011 | ● ● | ● | ● ● | | ● ● | ● ● ● | ● ● | ● ● | ● |
| 3 | Chicago et al, IL-IN-WI | 9,415,897 | ● ● | ● | ● ● | ● ● ● | | | ● ● | ● ● | ● |
| 4 | Dallas-Fort Worth-Arlington, TX | 8,126,208 | ● ● | ● | | | | ● | ● | ● ● | ● |
| 5 | Houston-The Woodlands et al, TX | 7,518,993 | ● ● | ● | | | | ● ● | | ● ● | ● |
| 6 | Washington et al, DC-VA-MD-WV | 6,441,102 | ● | ● | | ● ● ● | ● ● | ● | | ● | ● |
| 7 | Philadelphia et al, PA-NJ-DE-MD | 6,264,628 | ● ● | ● | ● | | | | | ● ● | ● |
| 6 | Miami-Fort Lauderdale et al, FL | 6,234,664 | ● ● | ● ● | | ● ● ● | ● ● | ● ● ● | | ● ● | ● |
| 9 | Atlanta-Sandy Springs et al, GA | 6,339,620 | ● ● | | ● ● | | | ● ● | | ● ● | ● |
| 10 | Phoenix-Mesa-Scottsdale, AZ | 5,119,961 | ● ● | | ● ● | ● | ● | ● | ● | | ● |
| 11 | Boston-Cambridge-Newton, MA-NH | 4,934,233 | ● ● | ● | ● | ● ● ● | ● ● | ● ● | ● | ● ● | ● |
| 12 | San Francisco-Oakland et al, CA | 4,591,500 | ● ● | ● | ● | ● ● ● | ● ● | ● ● | | ● ● | ● |
| 13 | Riverside et al, CA | 4,710,115 | ● ● | | ● | | | | | | ● |
| 14 | Detroit-Warren-Dearborn, MI | 4,344,518 | ● ● | ● | ● | | ● ● | | | | ● |
| 15 | Seattle-Tacoma-Bellevue, WA | 4,107,105 | ● | | ● | | | | | | ● |
| 16 | Minneapolis et al, MN-WI | 3,738,359 | ● ● | ● | ● | | | | ● ● | | ● |
| 17 | Tampa-St. Petersburg et al, FL | 3,358,778 | ● ● | ● | ● | | | | ● ● | | ● |
| 18 | San Diego-Carlsbad, CA | 3,297,720 | ● ● | ● | ● | | | | ● ● | | ● |
| 19 | Denver-Aurora-Lakewood, CO | 3,031,111 | ● ● | ● | ● | | | | | | ● |
| 20 | Orlando-Kissimmee-Sanford, FL | 2855642 | ● ● | | ● | ● ● | | | | | ● |
| 21 | Baltimore-Columbia-Towson, MD | 2,869,076 | ● | | | | | | | | ● |
| 22 | St. Louis, MO-IL | 2,799,169 | ● ● | ● | ● ● | | | | | | ● |
| 23 | San Antonio-New Braunfels, TX | 2,639,100 | ● ● | | | | | | | | ● |
| 24 | Portland-Vancouver et al, OR-WA | 2,557,385 | ● ● | ● | ● ● | | | | | | ● |
| 25 | Sacramento-Roseville et al, CA | 2,439,765 | ● ● | | ● ● | | | | | | ● |

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2023 UPDATE).

TOP 50 MARKETS /

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|----|----------------------------------|-----------------|-----------|------------|--------------------------|------------------------|-------|------------------|-----------|----------------|--------------------------|
| 26 | Las Vegas-Henderson-Paradise, NV | 2,368,484 | ● ● | | | | ● ● | ● ● ● | ● ● | | ● |
| 27 | Pittsburgh, PA | 2,343,535 | ● | | | | | | | | ● |
| 28 | Cincinnati, OH-KY-IN | 2,279,612 | ● | | | | | | | | ● |
| 29 | Kansas City, MO-KS | 2,231,091 | ● ● | ● | ● | | | | | | ● |
| 30 | Columbus, OH | 2,191,831 | ● ● | ● | ● | | | ● | | | ● |
| 31 | Indianapolis-Carmel-Anderson, IN | 2,170,887 | ● ● | ● | ● | | | | ● ● | | ● |
| 32 | Cleveland-Elyria, OH | 2,059,022 | ● ● | ● | | | | | | | ● |
| 33 | Nashville-Davidson et al, TN | 2,097,909 | ● ● | | | | | | | | ● |
| 34 | San Jose-Sunnyvale et al, CA | 1,942,876 | ● ● | | ● | ● ● ● | ● ● | ● ● | | | ● |
| 35 | Virginia Beach et al, VA-NC | 1,817,020 | ● | | | | | ● ● | | | ● |
| 36 | Providence-Warwick, RI-MA | 1,680,098 | ● ● | | | | | | | | ● |
| 37 | Jacksonville, FL | 1,722,041 | ● ● | | | | | | | | ● |
| 38 | Raleigh, NC | 1,529,484 | ● | | | | | | | | ● |
| 39 | Memphis, TN-MS-AR | 1,333,172 | ● ● | | | | | | | | ● |
| 40 | Richmond, VA | 1,359,801 | ● | | | | | | | | ● |
| 41 | Louisville et al, KY-IN | 1,292,781 | ● ● | | ● | | | ● | ● ● | | ● |
| 42 | New Orleans-Metairie, LA | 1,246,215 | ● ● | ● ● | ● ● | | | | ● | | ● |
| 43 | Hartford-West Hartford et al, CT | 1,223,287 | ● ● | | ● ● | ● | | | | | ● |
| 44 | Buffalo-Cheektowaga et al, NY | 1,162,115 | ● | | | | | | | | ● |
| 45 | Rochester, NY | 1,079,821 | ● | | | | | | | | ● |
| 46 | Grand Rapids-Wyoming, MI | 1,104,923 | ● ● | | ● ● | | | | | | ● |
| 47 | Fresno, CA | 1,024,718 | ● ● | | ● ● | | | | | | ● |
| 48 | Worcester, MA-CT | 986,936 | ● | | | | | | | | ● |
| 49 | Bridgeport-Stamford-Norwalk, CT | 966,725 | ● | | | ● | | | | | ● |
| 50 | Albany-Schenectady-Troy, NY | 907,773 | ● | | | | | | | | ● |

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2023 UPDATE).



IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.





MEDIA ACROSS PALM SPRINGS

WE GET YOU PALM SPRINGS

OUTFRONT/

Palm Springs is a **desert resort city** located in the Colorado Desert's Coachella Valley. Often referred to as **'Hollywood's Playground'**, this **desert oasis** is just a short two hour drive away from Los Angeles and covers approximately 94 square miles. The streets, lined with palm trees, are perfect for exploring boutique shops, art galleries and museums while soaking up the warm sunshine. The town is known as a central gathering spot for modern architectural design aficionados, musicians and artists drawn by nature's inspiration, and an increasing crowd of cool-seekers. With **over 350 days of sunshine a year**, the permanent year-round Palm Springs population of doubles in the winter season.

WHY PALM SPRINGS?

- Palm Springs is **home to many popular events** including Coachella, Stage Coach, Acrisure Arena sports games and music shows, as well as the Palm Springs International Film Festival.
- The resort community features more than **130 golf courses**, world class spa resorts, five-star restaurants, outlet and boutique shopping, and local gaming casinos.
- Palm Springs features **the largest aerial tramway in the entire world**. The Palm Springs Aerial Tramway will take you from the Coachella Valley all the way up to San Jacinto Peak in a quick 10 minutes!
- Palm Springs is the **number 1 retirement and travel destination** for the LGBTQ+ community.
- Real estate continues to soar in Palm Springs. The **average housing price is \$799K trending 6.7% upward** compared to last year.
- Palm Springs is a **go-to place to buy a home**. With hybrid work schedules and greater flexibility people are taking the opportunity to move to an affordable yet luxurious location.



SCAN OR CLICK TO
LEARN MORE



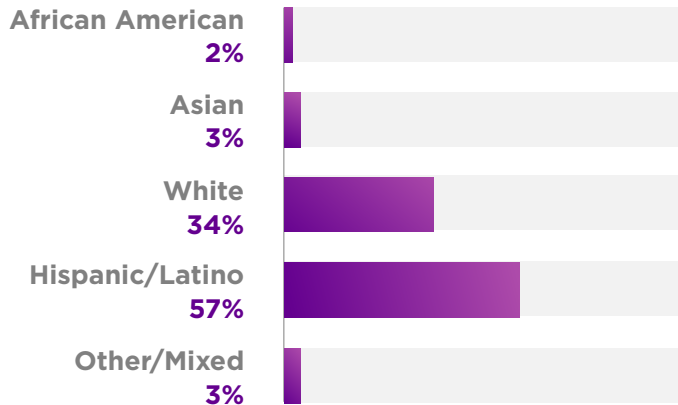
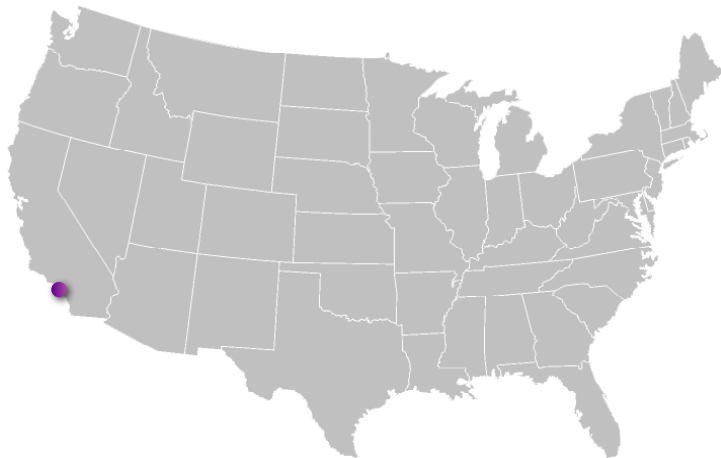
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SOURCE: PALMSPRINGSCA.GOV, COACHELLAVALLEY.COM, TRAVEL AWAITS,
PALMSPRINGSLIFE.COM, DESERTSUN.COM, DESERTLUXURYESTATES.COM, REDFIN.COM,
GEOFFREYMOORE.COM, 500NATIONS.COM; HOMEABROADINC.COM

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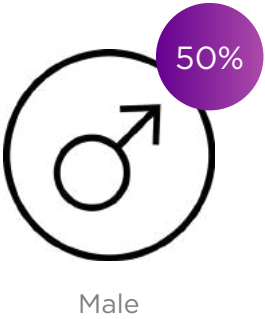
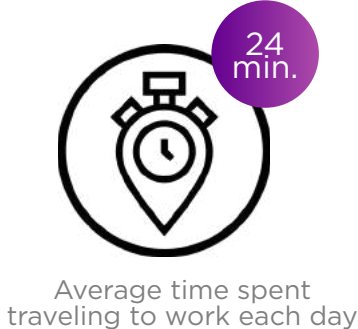
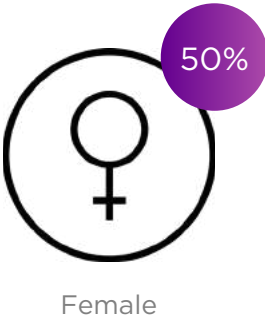
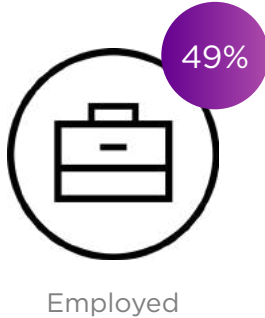
PALM SPRINGS

Profile



PALM SPRINGS AREA 457,377

PALM SPRINGS
323.222.7171
SOURCE: CENSUS DATA (2023 UPDATE), SCARBOROUGH RESEARCH: PALM SPRINGS, CA
RELEASE 2 (AUG 2022-AUG 2023)



MEDIA FORMATS

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BILLBOARDS





BULLETINS

Bulletins offer the most **powerful impact** of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Palm Springs area, bulletins provide your message with **long-term presence** and **tremendous visibility** to vehicular traffic.

PRODUCT INFORMATION

- 14'H x 48'W
- Odd Sizes
- Sizes vary by location
- Extensions available

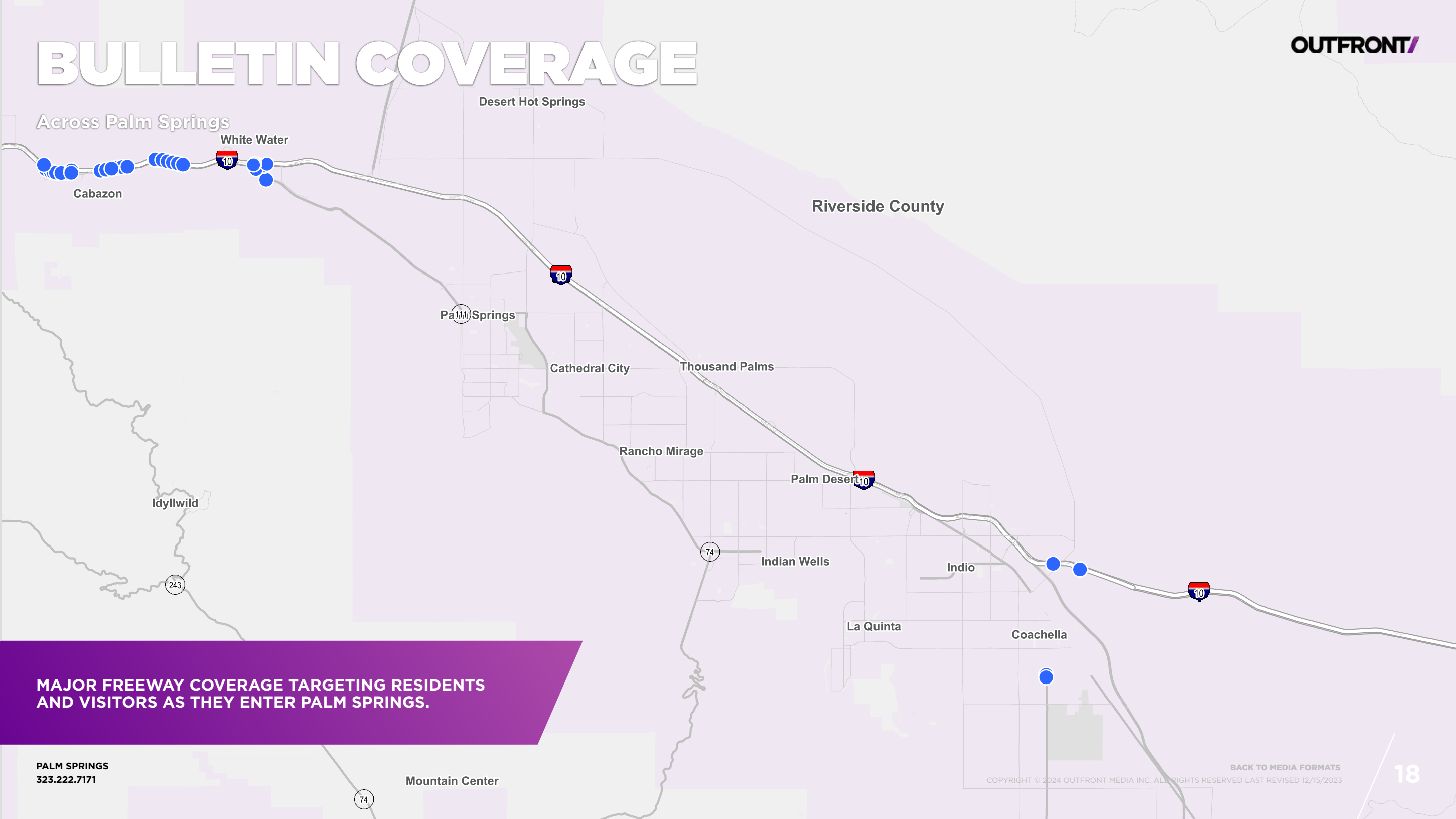
COVERAGE

- See map for complete coverage
- Targeted audience on request basis

SCAN OR CLICK
TO LEARN MORE



BULLETIN COVERAGE



MAJOR FREEWAY COVERAGE TARGETING RESIDENTS AND VISITORS AS THEY ENTER PALM SPRINGS.



DIGITAL BULLETINS

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TO LEARN MORE



Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. **Easily change creative messaging** based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging.

PRODUCT INFORMATION

- 14'H x 48'W
- 10'6"H x 36'W
- Spot Length: 8 & 10 seconds

COVERAGE

- Palm Springs Digital Network (5 Units)

DIGITAL COVERAGE

Across Palm Springs



Desert Hot Sp

White Water

Cabazon

TARGETED FREEWAY DIGITAL COVERAGE REACHING
VEHICULAR TRAFFIC AS THEY ENTER PALM SPRINGS.



SPECIALTY



SPECIALTY DIGITALS

Elevate your brand with these massive Palm Springs digitals! These larger-than-life units are centrally located in the heart of Coachella Valley off of the bustling I-10 freeway. These digitals are also located adjacent to the Acrisure Arena, a multi-purpose entertainment arena with over 11,000 seats and spanning 300,000 sq. ft.

The Greater Palm Springs area is a top tourist destination, boasting **1.6 million visitors** annually. This desert oasis is home to a diverse and upscale audience, and is also home to major events like Coachella and Stagecoach, making this the perfect location for your brand to **make an impact!**

PRODUCT INFORMATION

- 3 Digital Screens (6 Digital Faces)
- Sizes: (1) 40' X 36', (2) 20'x18'
- Spot Length: 6 Seconds
- # of Spots: 10
- Type: Static
- East and West Facing Networks
 - Each network includes one spot on each screen, for a total of three spots across the three digitals.

COVERAGE

- I-10 Freeway
- Coachella Valley
- Greater Palm Springs Area

SPECIALTY COVERAGE

OUTFRONT/

Across Palm Springs

Cathedral City

Thousand Palms

Rancho Mirage

Palm Desert



Indian Wells

Indio

SPECIALTY DIGITAL COVERAGE REACHING VEHICULAR
TRAFFIC IN THE HEART OF COACHELLA VALLEY.

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[BACK TO MEDIA FORMATS](#)

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SECOND SCREEN MEDIA



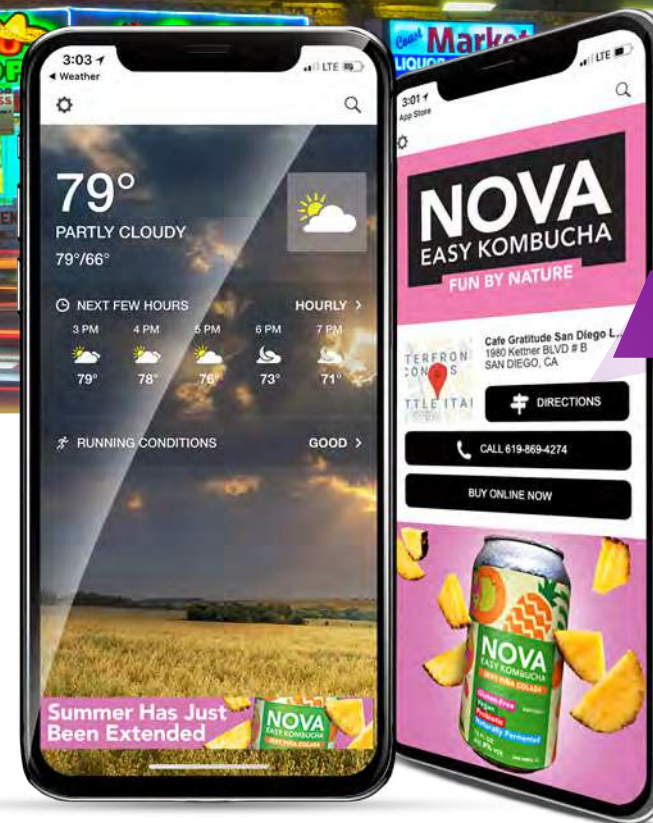
MOBILE NETWORK

Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **enables mobile ad activation for users within a geographical boundary**. These virtual perimeters are created around **real-world locations** defined as lats/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

PRODUCTS

- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

LOCATED IN THE
TOP 50 MARKETS



SCAN OR CLICK
TO LEARN MORE



SOCIAL MEDIA INTEGRATION

DRIVING CLIENT RESULTS

Social monitoring **tracks lifts in location based social conversation and search with geofencing**, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

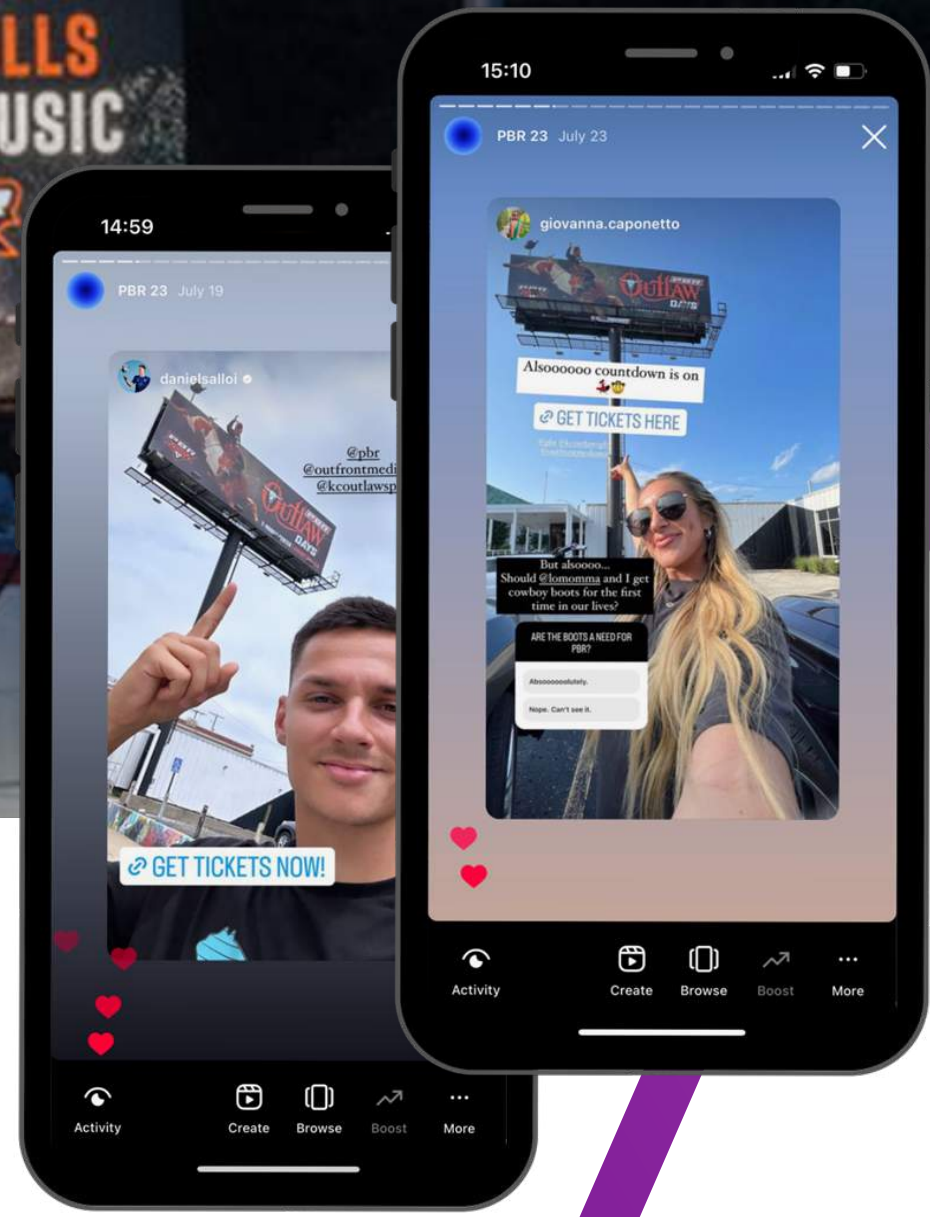
- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE



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