$$\text{profit}(T, i) \quad = \quad \frac{\sum_{j \in T \setminus \{i\}} \text{cooccur}(i, j)}{|T \setminus \{i\}|} - \frac{\sum_{j,k \in T} \text{cooccur}(j, k)}{\binom{|T|}{2}} + \quad (1)$$

$$\frac{\max_{j \in T} \text{context}(i, j) + \min_{j \in T} \text{context}(i, j)}{2} \quad (2)$$

where $\text{cooccur}(i, j)$ is equal to the $\text{npmi}_{0-1}(i, j)$.