



2016 Advertising Rates & Specifications

**INTERNATIONAL ASSOCIATION
of ASSESSING OFFICERS**
Valuing the World™



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Fair & Equitable 3
 This leading industry magazine provides insights into current events and topics shaping mass appraisal and related disciplines. It provides a 4-color option for your advertising message every month, and it is a great way to introduce new products and services. Due to popular demand, we continue to offer eighth-page ads. These ads provide an affordable option for small vendors and consultants to gain increased visibility and reach IAAO members. Advertiser links are included in *F&E Digital Edition* for all ads that appear in the print edition. This member magazine is distributed to 7,300 members each month. It is then passed to other people in the office. It is estimated that more than 21,000 people read F&E each month.

Industry Partner Directory 4
 IAAO accepts advertising on its website in the Industry Partner Directory. This is an affordable solution for individual consultants, software and hardware vendors, suppliers of industry cost information, and system integrators. IAAO refers its members to this directory when they are seeking resources for their projects. The directory includes live links to company websites and e-mail contact information.

Assessing Info 5
 IAAO offers opportunities to advertise in the online e-newsletter *Assessing Info* through the company MultiView, Inc. The e-newsletter is distributed 24 times per year (twice per month).

Other Promotional Opportunities 5
 IAAO offers opportunities to exhibit at our meetings, sponsor IAAO functions, advertise in the conference program, and participate in premium giveaways to ensure high visibility for your products and services. The IAAO Career Center is offered on the website at www.iaao.org. If you want to reach prospective employees, this is the place. It offers features such as resume posting and job alerts.

Mailing Lists 6
 Mailing list rentals are available if you wish to send your advertising message directly to IAAO members.

2016 Advertising Rates and Specifications

INTERNATIONAL ASSOCIATION OF ASSESSING OFFICERS

Introduction

Since 1934, the International Association of Assessing Officers (IAAO) has been the leading voice for excellence among assessment and appraisal professionals, providing high-quality designation and education programs, meetings and conferences, research and technical assistance services, and world-class publications.

IAAO provides a variety of advertising and promotional choices to anyone offering products and services to the industry. IAAO continues to provide high visibility to our vendors and consultants.

The advertising options for 2016 offer a comprehensive selection of opportunities to reach the assessment professional.

Sincerely,



Chris Bennett
 Director of Publications
 International Association of Assessing Officers



Advertising in *Fair & Equitable* (F&E) is one of the best ways to reach the mass appraisal market. Each month, 7,200 members receive F&E and share it with their office staff. It is estimated that approximately 21,000 people read each issue. The eighth-page ad remains extremely popular. It offers excellent value for anyone on a tight budget. All rates are for 4-color process printing. There is no discount for black and white. Spot color printing is not available.



RATES (PER INSERTION)	1X	3X	6X	BEST VALUE! 12X
<input type="checkbox"/> 4-page section	\$9,283		\$8,361	
<input type="checkbox"/> Back Cover (8.5" w X 8.25" h)	\$3,402	\$3,266	\$3,130	\$2,892
<input type="checkbox"/> Inside Front/Inside Back Cover (8.5" X 11")	\$3,171	\$3,044	\$2,918	\$2,696
<input type="checkbox"/> Inside Full Page (8.5" X 11")	\$2,883	\$2,768	\$2,652	\$2,451
<input type="checkbox"/> Inside Half Page (7.5" w X 4.5" h)	\$2,278	\$2,186	\$2,095	\$1,936
<input type="checkbox"/> Inside Quarter Page (3.75" w X 4.5" h)	\$1,326	\$1,273	\$1,220	\$1,127
<input type="checkbox"/> Inside Eighth Page (3.75" w X 2.0" h)	\$398	\$386	\$366	\$338

ISSUES OF INSERTION (✓ all that apply)	INSERTION DEADLINE	MATERIALS DEADLINE	ISSUES OF INSERTION (✓ all that apply)	INSERTION DEADLINE	MATERIALS DEADLINE
<input type="checkbox"/> January 2016	11-17-15	12-01-15	<input type="checkbox"/> July 2016	5-18-16	6-01-16
<input type="checkbox"/> February 2016	12-19-15	1-02-16	<input type="checkbox"/> August 2016	6-17-16	7-01-16
<input type="checkbox"/> March 2016	1-19-16	2-02-16	<input type="checkbox"/> September 2016	7-17-16	7-31-16
<input type="checkbox"/> April 2016	2-16-16	3-02-16	<input type="checkbox"/> October 2016	8-18-16	9-01-16
<input type="checkbox"/> May 2016	3-18-16	4-01-16	<input type="checkbox"/> November 2016	9-17-16	10-01-16
<input type="checkbox"/> June 2016	4-17-16	5-01-16	<input type="checkbox"/> December 2016	10-19-16	11-02-16
			<input type="checkbox"/> Issue ___ 20__	Call	Call

Fees

Enter a separate line-total for each ad size ordered and an overall total.

\$ _____ per insertion x _____ number of insertions = _____

\$ _____ per insertion x _____ number of insertions = _____

\$ _____ per insertion x _____ number of insertions = _____

TOTAL \$ _____

Free listing \$786 value—Place four full-page ads, six half-page ads, or twelve quarter-page ads in *F&E* and receive a FREE 12-month listing in the IAAO [Industry Partner Directory](#).

Payment Information

All advertisements must be **prepaid**. Ads cannot be placed until payment is received. Authorized signature must accompany this insertion order. No refunds will be given once payment is received.

If paying by check, make check payable to IAAO in U.S. funds. The returned check charge is \$25.00.

If paying by VISA, MasterCard, or American Express please provide the information requested below.

VISA MasterCard AMEX

Card Number	Cardholder Name (Print)	Expiration Date
Cardholder Signature		Card Security Code (required)
Order authorized by		
Signature	Date	

Contact Information

Correspondence should be sent to:

Name	Title	
Company	Street Address	City
State/Province	ZIP/Postal Code	Country
Phone	Fax	E-mail

Send payment, insertion orders to:

International Association of Assessing Officers
 Attn: Ashley Lathrop
 314 W 10th Street, Kansas City, MO 64105

Insertion orders with charge card information can be sent to our secure fax at 816-701-8149 or sent by e-mail to lathrop@iaao.org. Credit card numbers and card security codes can be called in to Ashley Lathrop at 800-616-4226 X 8125. Send questions or digital ads to Chris Bennett, bennett@iaao.org. Visit our website at IAAO.org.

The [Industry Partner Directory](#) is one of the most affordable ways to establish a visible presence in the marketplace and make IAAO members aware of your products and services.

Each listing includes full contact information, an overview of products and services, and a company logo. Links to websites and e-mail contacts are allowed and encouraged. Reminders are sent out when it is time to renew your ad. Logos can be submitted in JPEG or GIF format and will be displayed at 200 pixels wide.

Frequent advertisers in F&E may be eligible for a FREE listing in the Industry Partner Directory.* As an added benefit, participants in the Industry Partner Directory are regularly listed in F&E and elsewhere.

Ad should begin month of: _____

Fees

- \$786 Twelve-month listing _____
 - \$416 Six-month listing _____
- Total \$ _____

Free Listing*

* Place 4 full-page ads, 6 half-page ads, or 12 quarter-page ads in *Fair & Equitable* and receive a FREE 12-month listing in the Industry Partner Directory.

Your listing includes:

- Company Name (50 character maximum)
- Tag Line (150 character maximum)
- Contact Information (1500 character maximum)
- Web and e-mail hyperlinks
- Company Biography (2500 character maximum)
- Company Logo (200 pixels wide maximum)

Check key services offered:

- GIS/CAMA integration
- CAMA modeling
- GIS/mapping solutions
- Website integration
- Aerial imagery
- Data analytics
- Single-property appraisal
- Best practices consulting
- Expert witness testimony
- Other _____



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If paying by VISA, MasterCard, or American Express please provide the information requested below.

- VISA MasterCard AMEX

Card Number	Cardholder Name (Print)	Expiration Date
Cardholder Signature		Card Security Code (required)
Order authorized by		
Signature	Date	

Contact Information

Correspondence should be sent to:

Name	Title
Vendor Name	Street Address
State/Province	City
ZIP/Postal Code	Country
Phone	Fax
E-mail	

Send payment, insertion orders to:

International Association of Assessing Officers
 Attn: Ashley Lathrop
 314 W 10th Street, Kansas City, MO 64105

Insertion orders with charge card information can be sent to our secure fax at 816-701-8149 or sent by e-mail to lathrop@iaao.org. Credit card numbers and card security codes can be called in to Ashley Lathrop at 800-616-4226 X 8125. Send questions or listing content to Chris Bennett, bennett@iaao.org. Visit our website at IAAO.org.

Conference & Meetings

IAAO offers numerous opportunities for recognition at meetings and seminars. IAAO events bring together assessment and appraisal professionals from across the United States and around the globe. Assessment professionals use IAAO events to network and build new relationships for future collaboration. Conference and meetings sponsorships are an excellent and affordable way to support the industry and gain visibility with local, state, national, and international leaders in property appraisal, policy, and administration.

Events that provide sponsorship, advertising, or other recognition opportunities include the Annual International Conference on Assessment Administration, the GIS/CAMA Technologies Conference, the Preparation and Trial of the Property Tax Assessment Appeal Seminar, and the Legal Seminar. The GIS/CAMA Technologies Conference and Annual Conference also offer exhibitor opportunities.

Being an advertiser, sponsor, or exhibitor allows you to:

- **Build** long-term relationships with key industry leaders
- **Enhance** your organization’s exposure to individuals and other organizations in the mass appraisal industry
- **Increase** industry awareness
- **Highlight** your organization’s position as an industry leader

For EXHIBITOR INFORMATION or to request a prospectus contact:

Rachel Mense • mense@iaao.org • 816-701-8109

For SPONSORSHIP INFORMATION or to request a prospectus contact:

Leann Ritter • ritter@iaao.org • 816-701-8161

For CONFERENCE PROGRAM ADVERTISING contact:

Leann Ritter • ritter@iaao.org • 816-701-8161

The *Conference Program* is distributed to approximately 1,100 attendees when they register on site. The program is a primary information resource that includes event and education session schedules, exhibitor listings, and maps. Advertising in the program reaches your target market during the conference and after.



IAAO Conferences, Seminars, and Meetings

Event	Location	Dates
IAAO 82nd Annual International Conference on Assessment Administration	Tampa Bay, Florida	August 28–31, 2016
IAAO 83rd Annual International Conference on Assessment Administration	Las Vegas, Nevada	September 24–27, 2017
IAAO 84th Annual International Conference on Assessment Administration	Minneapolis, Minnesota	September 23–26, 2018
IAAO 85th Annual International Conference on Assessment Administration	Niagara Falls, Ontario, Canada	September 8–11, 2019

OTHER OPPORTUNITIES

IAAO Career Center: iaao-jobs.careerwebsite.com

The IAAO Career Center is offered on the website at IAAO.org. If you want to reach prospective employees, this is the place. Look for Career Center on the home page. The Career Center offers features such as resume posting and job alerts. Pricing for services is listed on the site.

Jobseekers

- Manage your job search
- Access hundreds of job postings
- Post an anonymous resume

Employers

- Quickly post job openings
- Manage your online recruiting efforts
- Reach targeted and qualified candidates

Assessing Info e-News

Assessing Info is a semi-monthly electronic newsletter designed to provide news and information for IAAO members and the assessment world-at-large. Published on the first and third Thursday of the month, *Assessing Info* provides the latest news on property tax policy and assessment administration. Advertising in *Assessing Info* is offered by MultiView, Inc.

Rates and specifications can be found at <http://www.multibriefs.com/briefs/iaao/mediakit.pdf>.

Mailing Lists

PRICES

(Minimum 1,000)

Entire IAAO Membership List

(inclusive of Regular and Associate Members, approximately 7,000 individuals)

- Member: \$700.00
- Non-Member: \$1,800.00

Partial List (refer to specifications at right)

- Member: \$100.00/thousand
- Non-Member: \$250.00/thousand

Under 1,000 Records

- Member: \$200.00
- Non-Member: \$400.00

Partial List Specifications

- Random selection by the nth number
n = _____
- Regular Members
- Associate Members
- New Members
- State(s)/Province(s):

Price for one list _____ + Follow-up list _____ = _____ Total

Rental Policy

List rental inquiries may be made by calling 1-800-616-4226

Along with the request, please provide a sample of your mailing items to the IAAO Department of Membership, 314 W 10th Street, Kansas City, MO 64105. Samples can be e-mailed to smith@iaao.org or sent via fax to 816-701-8149, Attn: Member Relations Manager, Department of Membership. Mailing list rental is for one-time use. Follow-up lists must be purchased for additional mailings. An IAAO mailing list only includes postal addresses. IAAO does not give out the e-mail addresses of its members. If you have any questions, contact the IAAO Department of Membership at 816-701-8100 for more information.

Payment Information

All mailing list rentals must be **prepaid**. Lists cannot be provided until payment is received. Authorized signature must accompany the order. No refunds will be given once payment is received.

If paying by check, make payable to IAAO in U.S. funds. The returned check charge is \$25.00.

If paying by VISA, MasterCard, or American Express please provide the information requested below.

- VISA
- MasterCard
- AMEX

Card Number	Cardholder Name (Print)	Expiration Date
Cardholder Signature		Card Security Code (required)
Order authorized by		
Signature		Date

Contact Information

Correspondence should be sent to:

Name	Title
Company	Street Address City
State/Province	ZIP/Postal Code Country
Phone	Fax E-mail

Send payment by mail or fax to:

International Association of Assessing Officers
 Attn: Member Relations Manager Kate Smith
 314 W 10th Street, Kansas City, MO 64105

Contracts with charge card information can be sent to our secure fax at 816-701-8149. Credit card numbers and card security codes can be called in to Kate Smith at 800-616-4226 X 8132. Send to smith@iaao.org.

IAAO Member Profile

IAAO members are primarily employees of assessment offices who have been in the field for 6 to 25 years. Most are heads of agencies, chief deputies or supervisors of departments. IAAO members purchase or influence the purchase of computer hardware and software, choose or influence the choice of consultants and mass appraisal services, purchase manuals and other publications, and are interested in continuing education and professional development.

Ninety percent are Regular members, who work directly for and with government jurisdictions in an assessment/appraisal capacity.

The remaining 10 percent are primarily Associate members, who generally work as vendors, independent fee appraisers or as tax consultants for private firms.

IAAO also has Affiliate members, which are organizations with an interest in property valuation for property tax purposes, property tax administration, or property tax policy.