

# FAIR+EQUITABLE

## 2018 MEDIA KIT



Reach IAAO's 7,000 plus membership worldwide from governmental, business, and academic communities.

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# FAIR+EQUITABLE

## The New IAAO Flagship Publication

**FAIR+EQUITABLE** magazine, has been updated with new authoritative content and a fresh, clean design to provide our industry with business, technology, and information trends affecting property assessment professionals worldwide from government jurisdictions and agencies as well as various business and academic communities.

**FAIR+EQUITABLE** gives advertisers a unique opportunity to reach influential property assessment professionals worldwide with a targeted membership of nearly 90 Chapter and Affiliate associations spanning the globe.

As the flagship publication of IAAO, our magazine draws on our network of relationships and offers insight from a broad gamut of participants. Each issue contains articles contributed by leaders and educators, coverage of emerging trends and profiles of products and services, as well as data, advocacy issues and a multitude of business solutions to support the our members needs.

**FAIR+EQUITABLE** supports IAAO decades of experience and knowledge about appraisal and appraisal management, especially in the property assessment industry.

It will serve as our industry's platform and support the expertise required to effectively work within the assessment profession.



**"IAAO is a global community of mass appraisal experts who promote excellence in property appraisal, assessment administration and property tax policy through professional development, research and standards."**

Randy J. Ripperger, CAE, President

# Reach Your Target

## Senior-Level Audience

Our magazine supports IAAO's role as the internationally recognized leader and preeminent source for innovation, education and research in property appraisal, assessment administration and property tax policy.

**FAIR+EQUITABLE** reaches influential professionals. 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 of our membership, work directly for and with government jurisdictions in an assessment/ appraisal capacity.

The remaining 10 percent are primarily vendors, independent fee appraisers or tax consultants for private firms or organizations with an interest in property valuation for property tax purposes, property tax administration, or property tax policy.

## Expanded Reach

Take advantage of this targeted publication to promote your product, service or equipment.

The new **FAIR+EQUITABLE** magazine focuses on the knowledge areas of our membership and offers many options for advertisers to reach this industry from the magazine to sponsorships to events. IAAO also offers a number of bonus distributions throughout the year at its conferences and other events around the globe—expanding the reach for our advertisers.

## OUR READERSHIP IS MADE OF:

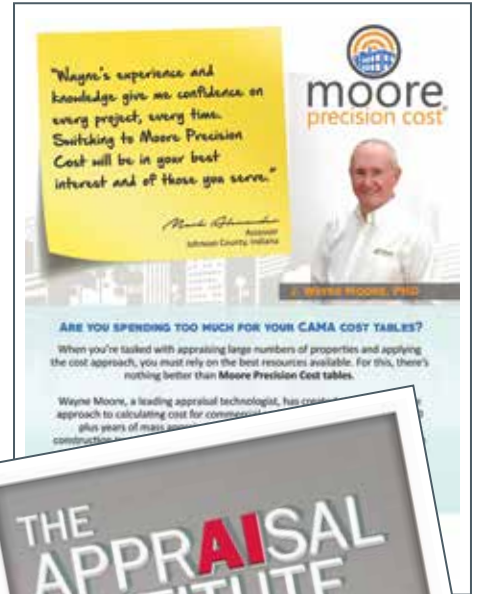
- + Assessors
- + Appraisers
- + Tax Analysts
- + City Assessors
- + Property Valuation Specialists
- + Income Evaluation Specialists
- + GIS & Cadastral Mapping Managers
- + Tax Transfer Specialists
- + Residential/Commercial Field Deputies
- + Counsels
- + CAMA Statisticians
- + Property Tax Sr. Managers
- + Mass Appraisal Consultants
- + Comptrollers/GIS Directors
- + Directors of Litigation and Appeals
- + Litigation and Policy Managers
- + Analysts
- + Mapping Techs
- + State Personal Property Specialists
- + Education Coordinators
- + Collateral Risk Analysts
- + Appraisal Agrologists
- + Analytical Appraisers
- + Land Records Directors

# In Good Company

A few of our regular advertisers and business partners include:

- |   |                                   |
|---|-----------------------------------|
| Accent Business Services                  | iLOOKABOUT                        |
| American Society of Appraisers            | Josh Myers Valuation Solutions    |
| Apex Software                             | Leica GeoSystems, LLC             |
| Appraisal Institute                       | Leonard Consulting                |
| Assessment Analyst by Esri Canada         | LexisNexis Risk Solutions         |
| Assessure Systems                         | Lexur Appraisal Services          |
| Axiomatic                                 | The MastersTouch, LLC             |
| BIS Consulting                            | Moore Precision Cost              |
| Cities Digital, Inc.                      | Municipal World                   |
| CohnReznick LLP                           | Nearmap USA, Inc.                 |
| Conduent                                  | Patriot Properties, Inc.          |
| CoreLogic                                 | Pickett & Co., Inc.               |
| CourthouseUSA, LLC (CUSA)                 | Pro-West & Associates Inc.        |
| CRED - Cell Tower Valuation               | Pushpin                           |
| CycloMedia Technology Inc.                | The Schneider Corporation         |
| Data Cloud Solutions, LLC                 | Sanborn                           |
| DEVNET Incorporated                       | The Sidwell Company               |
| EagleView                                 | SouthData                         |
| E-Ring, Inc.                              | Spatialist                        |
| Esri                                      | Tax Management Associates, Inc.   |
| ExactBid (formerly Narrative1)            | Thomson Reuters Aumentum          |
| FARRAGUT                                  | Tyler Technologies                |
| FlightAscend Consultancy                  | ValueFinder                       |
| Fugro Geospatial, Inc.                    | Vision Government Solutions, Inc. |
| Government Software Assurance Corporation | Xceligent                         |
| Harris Govern                             | Yota Enterprise                   |

Each month, ~7,300 members receive **FAIR+EQUITABLE** and share it with their office staff. It is estimated that approximately 21,000 people read each issue.



# New Look, New Content, New Opportunities

Building upon the industry news we've been publishing for decades, **FAIR+EQUITABLE** now includes expanded features on state appraisals the different roles our members play, business and technology resources and trends. In addition, we have gone from 12x annually to 10x.

Our columns and divisions are filled with supportive and useful content, infographics and data to support our members needs.

Our new format includes:

## COLUMNS

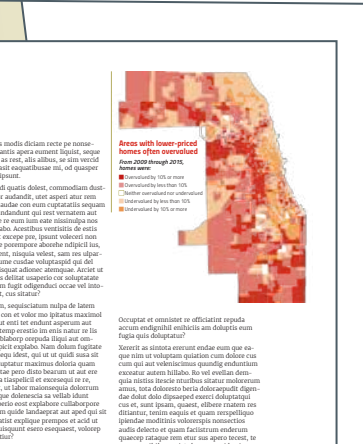
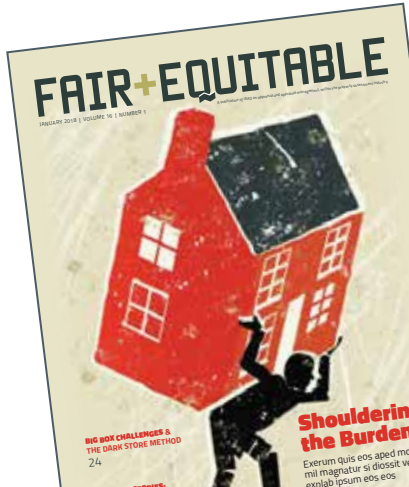
OVERVIEW FROM THE PRESIDENT  
INSIGHTS NATIONAL/INTERNATIONAL  
PROFILE MEMBER OR COMPANY

## DIVISIONS

LEGAL WORKING WITHIN THE FRAMEWORK  
PROPERTY DATA COLLECT AND MAINTAIN  
CADASTRAL DATA DEVELOPMENT AND MANAGEMENT  
APPRAISALS APPRAISING PROPERTY ASSESSMENTS LEADING AND MANAGING MANAGEMENT BUSINESS INFORMATION, MANAGING COMPLAINTS AND APPEALS COMMUNICATIONS MANAGING PUBLIC RELATIONS AND COMMUNICATIONS REVIEWS OVERSIGHT AND COMPLIANCE IAAO ABSOLUTE CHAPTERS, RESOURCES, AWARDS, MEMBER NEWS IAAO LIBRARY RESEARCH, NEW RESOURCES, BOOK REVIEWS

FAIR+EQUITABLE

ISSUE 101 • VOLUME 41 • NUMBER 1





# Calendar, Rates & Specifications

10xs	<b>2018 Topics</b>
<b>January</b> Materials Due: 11/1/17	<b>Primary:</b> Connecting: Business, Government and Academic Communities <b>Secondary:</b> Using Education to Further your Career
<b>Feb./March</b> Materials Due: 1/2/18	<b>Primary:</b> Technology advances of the Assessing Community <b>Secondary:</b> Legal opinions and decisions from other states
<b>April</b> Materials Due: 2/2/18	<b>Primary:</b> Preparing for 2020, Future Models <b>Secondary:</b> Inside the Appraiser Office: Efficiencies in the workplace; staffing; balance demands; working overtime; workflow efficiencies; technology efficiencies; outsourcing efficiencies
<b>May</b> Materials Due: 4/2/18	<b>Primary:</b> GIS for Assessors, Appraisal Models <b>Secondary:</b> Interview attendees from last years conference to highlight this years conference
<b>June</b> Materials Due: 5/2/18	<b>Primary:</b> Legal opinions and decisions from other states. Changes in local or state assessment practices <b>Secondary:</b> Point/Counterpoint, International vs National
<b>July</b> Materials Due: 6/2/18	<b>Primary:</b> Primarily assessment and appraisal materials <b>Secondary:</b> Current and historical information on local governmental entities
<b>August</b> Materials Due: 7/2/18	<b>Primary:</b> What it takes to be a Property Assessment Professional <b>Secondary:</b> Targeted workplaces government jurisdictions and agencies; business and academic communities
<b>September</b> Materials Due: 8/2/18	<b>Primary:</b> BOK Expertise required to effectively work within the assessment profession <b>Secondary:</b> How to get the most from educational programs and customized certification programs
<b>Oct./Nov.</b> Materials Due: 9/2/18	<b>Primary:</b> In-depth reporting on speakers, attendee, exhibitors at the IAAO Annual International Conference on Assessment Administration
<b>December</b> Materials Due: 10/2/18	<b>Primary:</b> Exploration of public policy and mass appraisal standards, guidance, and implementation challenge <b>Secondary:</b> Exchanging international knowledge and emerging technology trends; International Research Symposium

**FAIR+EQUITABLE  
NOW 10X ANNUALLY**

**FREE LISTING in the  
IAAO Industry Partner  
Directory \$786 VALUE—**

Place 2 full-page ads,  
4 half-page ads, or  
6 quarter-page ads and receive  
a FREE 12-month listing and  
your logo included in a rotating  
ad on the directory page.

Ask for more information!



**FAIR+EQUITABLE**

**Distributed at all IAAO  
events, including conferences,  
trade shows  
and regional events.**

Send questions regarding editorial content to: Keith Robison, Publications Manager 816.701.8135. | [robison@iaao.org](mailto:robison@iaao.org)

Editorial calendar and bonus distributions are subject to change.



**INTERESTED IN ADVERTISING?**

Contact: Tammy Brown, *Director of Marketing*

800.616.4226 X 8126 | [brown@iaao.org](mailto:brown@iaao.org)

Rates through 2018

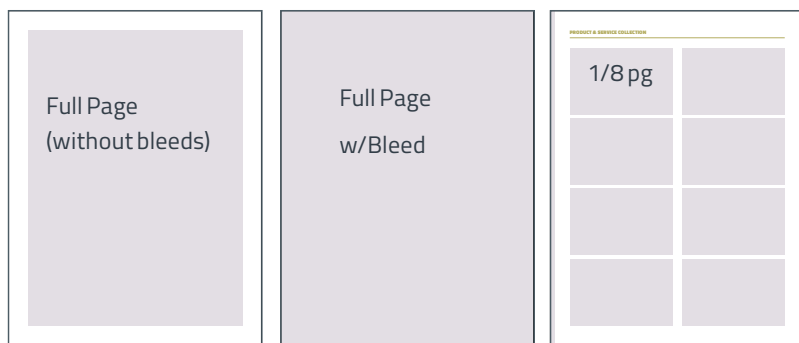
## Print Ad Member Rates

All advertising prints 4-color. **Non-members add 50%**

RATES	1X	2-5X	6-10X
Full Page	\$2,912	\$2,796	\$2,679
Back Cover C4	\$3,436	\$3,299	\$3,161
Inside Covers C2, C3	\$3,203	\$3,075	\$2,947
Half Page	\$2,300	\$2,208	\$2,116
Quarter Page	\$1,340	\$1,286	\$1,232
Eighth Page (Product & Services Collection)	\$398	\$386	\$366

## Sponsored Items

Belly-bands, outserts, inserts, tip-in cards and other items are available. **Item and supplement pricing is provided upon request.**



**PRODUCT & SERVICES COLLECTION**  
2, 4, 6 or 8 ads to a page



## Ad Dimensions

Trim size	8.25" x 10.875"
Bleeds	Add at least .125" to all sides.
Live area	Keep readable content at least .25" from trim.

Full Page (without bleeds)	7" x 9.625"
Full Page w/Bleed	8.5" x 11.125"
Full Page w/Bleed C4	8.5" x 8.25"
Half Page	7" x 4.625"
Quarter Page	3.345" x 4.625"
Eighth Page	8.875" x 3.345"

## Print & Digital Ad Policies

### GUARANTEED POSITIONS

Add 15%, excluding covers.

### AD FILES

Email [smith@iaao.org](mailto:smith@iaao.org)

**File Format:** PDFx-1a or PDFx-4

**Fonts:** PostScript and/or Open Type

**Graphics:** 300 dpi (150 line screen) at 100%

**Color:** CMYK

**Proofs:** For an additional charge, a calibrated proof is available upon request.

### PRODUCTION CHARGES

Production charges will apply to artwork that must be adjusted to fit the outlined specifications.

### PAYMENT LIABILITY

IAAO reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment of invoices.

### APPROVAL

IAAO reserves the right to reject any advertisement or its content. Advertisers and advertising agencies assume liability for all content and agree to hold harmless IAAO for any and all claims for such advertisements, including but not limited to tort, copyright, photographic or trademark actions. If an advertisement is refused during the agreement period, the advertiser agrees that IAAO is authorized to substitute, without notice, the last advertisement of the advertiser unless replacement material is sent to IAAO in a timely manner.

## Other Promotional Opportunities

IAAO offers numerous opportunities for sponsorships, advertising, or exhibiting at:

- Annual International Conference on Assessment Administration
- GIS/CAMA Technologies Conference
- Preparation and Trial of the Property Tax Assessment Appeal Seminar
- IAAO Legal Seminar

### Promotional Tools

- Mailing Lists
- IAAO Career Center
- Assessing Info (e-news)
- Industry Partners Directory

Pricing is provided upon request



# 2018 FAIR+EQUITABLE Advertising Contract & Insertion Order

## CONTACT/BILLING INFORMATION

NAME		TITLE
COMPANY ADDRESS		
CITY	STATE/PROVINCE	
ZIP/POSTAL CODE	COUNTRY	
PHONE	FAX	E-MAIL

**FAIR+EQUITABLE ADVERTISING**  
 Tammy Brown  
 816-701-8126  
 brown@iaao.org

**SEND QUESTIONS AND PDF WITH ALL PRINTERS MARKS TO:**  
 Keith Robison  
 816-701-8135  
 robison@iaao.org

**EXHIBITOR INFORMATION**  
 or to request a prospectus:  
 Rachel Mense  
 mense@iaao.org  
 816-701-8109

**SPONSORSHIP INFORMATION**  
 or to request a prospectus:  
 Leann Ritter  
 ritter@iaao.org  
 816-701-8161

**CONFERENCE PROGRAM ADVERTISING CONTRACT:**  
 Leann Ritter  
 ritter@iaao.org  
 816-701-8161

**SEND EDITORIAL QUESTIONS TO PUBLICATIONS MANAGER:**  
 Keith Robison  
 816-701-8135  
 robison@iaao.org

## FEES ENTER A SEPARATE LINE-TOTAL FOR EACH AD TOTAL.

1. AD TITLE: \_\_\_\_\_ AD SIZE: \_\_\_\_\_

2018 INSERTIONS (CHECK ALL ISSUES THAT APPLY)  
 JAN  FEB/MARCH  APRIL  MAY  JUNE  JULY  AUG  SEPT  OCT/NOV  DEC

AD RATE: \$ \_\_\_\_\_ X NO. OF INSERTIONS: \_\_\_\_\_ EQUALS: \$ \_\_\_\_\_

2. AD TITLE: \_\_\_\_\_ AD SIZE: \_\_\_\_\_

2018 INSERTIONS (CHECK ALL ISSUES THAT APPLY)  
 JAN  FEB/MARCH  APRIL  MAY  JUNE  JULY  AUG  SEPT  OCT/NOV  DEC

AD RATE: \$ \_\_\_\_\_ X NO. OF INSERTIONS: \_\_\_\_\_ EQUALS: \$ \_\_\_\_\_

3. AD TITLE: \_\_\_\_\_ AD SIZE: \_\_\_\_\_

2018 INSERTIONS (CHECK ALL ISSUES THAT APPLY)  
 JAN  FEB/MARCH  APRIL  MAY  JUNE  JULY  AUG  SEPT  OCT/NOV  DEC

AD RATE: \$ \_\_\_\_\_ X NO. OF INSERTIONS: \_\_\_\_\_ EQUALS: \$ \_\_\_\_\_

## GRAND TOTAL

## 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 (IN U.S. FUNDS, MAKE CHECK PAYABLE TO: IAAO. (RETURNED CHECK FEE IS \$25.00))**

**IF PAYING BY CREDIT CARD, PLEASE PROVIDE THE INFORMATION REQUESTED BELOW.**

VISA  MASTERCARD  AMEX

CARD NUMBER	EXP. DATE	SECURITY CODE
CARD HOLDER NAME (PRINT)		
CARDHOLDER SIGNATURE (REQUIRED)	DATE	
ORDER AUTHORIZED BY		

## SEND PAYMENT & CONTRACT BY:

**MAIL:** IAAO ATTN: ALLYSON WEBER 314 W 10TH STREET, KANSAS CITY, MO 64105 OR

**SECURE FAX:** 816-701-8149 **OR E-MAIL:** WEBER@IAAO.ORG. **OR CALL:** ALLYSON WEBER 800-616-4226 X 8138.

**OR ONLINE:** WWW.IAAO.ORG/FEADVERTISING