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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. Eighth-page ads are being offered at the same rate as in 2016. These ads provide an affordable option for small companies and consultants to gain increased visibility and reach IAAO members. F&E Digital Edition provides live links in the ads and a separate advertiser listing for the convenience of readers.
This monthly member magazine is distributed to ~7,300 members who share it with the people in their offices.

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. Advertising in Fair & Equitable also provides opportunities for a free listing in this directory.

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

Other Promotional Opportunities ......................................................................................................... 5
IAAO offers opportunities to exhibit at its meetings, sponsor IAAO functions, advertise in the conference program, and participate in premium giveaways to ensure high visibility for products and services.

The IAAO Career Center is offered on the website at www.iaao.org. The Career Center helps you to connect with potential employees and has 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.

2017 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 industry partners and consultants.
The advertising options for 2017 offer a comprehensive selection of opportunities to reach the assessment professional.

Sincerely,

Tammy Brown
Director of Marketing
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, ~7,300 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 and the cost remains the same as in 2016. 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)

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<thead>
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<th>Materials</th>
<th>1X</th>
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<th>6X</th>
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<tr>
<td>4-page section</td>
<td>$9,377</td>
<td>$8,445</td>
<td></td>
</tr>
<tr>
<td>Back Cover (8.5&quot; w X 8.25&quot; h)</td>
<td>$3,436</td>
<td>$3,299</td>
<td>$3,161</td>
</tr>
<tr>
<td>Inside Front Cover (8.5&quot; X 11&quot;)</td>
<td>$3,203</td>
<td>$3,075</td>
<td>$2,947</td>
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<tr>
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<td>$2,912</td>
<td>$2,796</td>
<td>$2,679</td>
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<td>$2,208</td>
<td>$2,116</td>
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<td>$1,286</td>
<td>$1,232</td>
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<td>$366</td>
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### INSERTION ISSUE (all that apply)

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<td>6-30-17</td>
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<td>8-01-17</td>
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<td>May 2017</td>
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<td></td>
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<td>December 2017</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue__20___</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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: Allyson Weber
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 send by e-mail to boland@iaao.org. Credit card numbers and card security codes can be called in to Allyson Weber at 800-616-4226 X 8138. Send questions or digital ads to Tammy Brown, brown@iaao.org. Visit our website at IAAO.org.

### 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 two full-page ads, 4 half-page ads, or six 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  

---
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.

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 two full-page ads, four half-page ads, or six quarter-page ads in F&E and receive a FREE 12-month listing in the IAAO Industry Partner Directory.

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 _________________________

Industry Partner Name _________________________

Street Address _________________________

City _________________________

State/Province _________________________

ZIP/Postal Code _________________________

Country _________________________

Phone _________________________

Fax _________________________

E-mail _________________________

Send payment, insertion orders to:

International Association of Assessing Officers
Attn: Allyson Weber
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 weber@iaao.org. Credit card numbers and card security codes can be called in to Allyson Weber at 800-616-4226 x 8138. Send questions or listing content to Tammy Brown, brown@iaao.org. Visit our website at IAAO.org.
Other Promotional Opportunities

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.

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.

**Job Seekers**
- 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.


IAAO Conferences, Seminars, and Meetings

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>37th Annual Legal Seminar</td>
<td>Chicago, Illinois</td>
<td>December 8–9, 2016</td>
</tr>
<tr>
<td>21st Anniversary GIS/CAMA Technologies Conference</td>
<td>Chattanooga, Tennessee</td>
<td>March 6–9, 2017</td>
</tr>
<tr>
<td>IAAO 83rd Annual International Conference on Assessment Administration</td>
<td>Las Vegas, Nevada</td>
<td>September 24–27, 2017</td>
</tr>
<tr>
<td>IAAO 84th Annual International Conference on Assessment Administration</td>
<td>Minneapolis, Minnesota</td>
<td>September 23–26, 2018</td>
</tr>
<tr>
<td>IAAO 85th Annual International Conference on Assessment Administration</td>
<td>Niagara Falls, Ontario, Canada</td>
<td>September 8–11, 2019</td>
</tr>
</tbody>
</table>
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
  \[ n = \ldots \]
- Regular Members
- Associate Members
- New Members
- State(s)/Province(s):

Price for one list \ldots + Follow-up list \ldots = \ldots Total

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.

Rentals 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 boland@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.

<table>
<thead>
<tr>
<th>Card</th>
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<th>Expiration Date</th>
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<tbody>
<tr>
<td>VISA</td>
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<tr>
<td>MasterCard</td>
<td></td>
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</tr>
<tr>
<td>AMEX</td>
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</tr>
</tbody>
</table>

Card Number
Card Security Code (required)

Order authorized by

Signature  Date

Contact Information
Correspondence should be sent to:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

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: Allyson Weber
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 Allyson Weber at 800-616-4226 X 8138. Send to weber@iaao.org,