

Assessing Info Rates & Specifications

Assessing Info, IAAO's free E-Newsletter is delivered to the inboxes of approximately 12,000 IAAO members and key industry stakeholders twice a month! *Assessing Info* focuses on critical policy issues, IAAO news and initiatives, legislative action, industry trends, and featured content from the new *Fair+Equitable* magazine. Establish your products and services and influence the conversation.

Rates through 2018

Assessing Info Ad Member Rates

Non-members add 50%

| BANNER AD RATES (570X70 PIXELS) | 1-6X | 7-12X |
|---------------------------------|-------|-------|
| BANNER AD 1 | \$475 | \$450 |
| BANNER AD 2 | \$450 | \$400 |
| BANNER AD 3 | \$400 | \$350 |

| PRODUCT SHOWCASE AD RATES (250X150 PIXELS) | 1-6X | 7-12X |
|--|-------|-------|
| BOX AD 1 OR 2 | \$300 | \$250 |
| BOX AD 3 OR 4 | \$275 | \$225 |

Prices reflect 1 email with the distribution list of approximately 12,000 professionals in property assessment and taxation.

Assessing Info is distributed bi-monthly on the first and third Thursday of each month.

GIF, JPG, or PDF files are accepted.



+ ASSESSING INFO
OCTOBER 31, 2017

Featured News Item 1 >
Solutpas pictorata volupiate idunt. Onecapell maiornised que labore nusapic abore, invelic to omnimagnis. Nelt venis aborepellenf volupta enuntiss quis dolo tempore none et faceper erenis exlabi lum in nullita qui to qui que

Featured News Item 2 >
Solutpas pictorata volupiate idunt. Onecapell maiornised que labore nusapic abore, invelic to omnimagnis. Nelt venis aborepellenf volupta enuntiss quis dolo tempore none et faceper erenis exlabi lum in nullita qui to qui que

Featured News Item 3 >
Solutpas pictorata volupiate idunt. Onecapell maiornised que labore nusapic abore, invelic to omnimagnis. Nelt venis aborepellenf volupta enuntiss quis dolo tempore none et faceper erenis exlabi lum in nullita qui to qui que

BANNER AD 1
570 x 70px

BANNER AD 2
570 x 70px

IAAO NEWS

- + IAAO News Item Title >
- + IAAO News Item Title >
- + IAAO News Item Title >
- + IAAO News Item Title >
- + IAAO News Item Title >

BANNER AD 3
570 x 70px

AROUND THE INDUSTRY

- + Industry News Link >
- + Industry News Link >
- + Industry News Link >
- + Industry News Link >
- + Industry News Link >

PRODUCT SHOWCASE

PRODUCT SHOWCASE AD 1
250 x 150px

PRODUCT SHOWCASE AD 2
250 x 150px

PRODUCT SHOWCASE AD 3
250 x 150px

PRODUCT SHOWCASE AD 4
250 x 150px

CAREER CONNECTIONS
Check industry jobs through IAAO >

International Association of Assessing Officers
314 West 10th Street
Kansas City, Missouri 64102
816-701-8132
info@iaao.org

Kate Smith, Member Relations Manager
816-701-8132 | Download media kit!
Cait Harrison, Senior Content Editor
424-424-2020 | Contributor rates
Learn how to get us to your safe harbor for our emails get to your inbox.



2018 ASSESSING INFO Advertising Contract & Insertion Order

CONTACT/BILLING INFORMATION

| | | |
|---|----------------|--------|
| NAME | | TITLE |
| COMPANY ADDRESS | | |
| CITY | STATE/PROVINCE | |
| ZIP/POSTAL CODE | COUNTRY | |
| PHONE | FAX | E-MAIL |
| <input type="checkbox"/> MEMBER <input type="checkbox"/> NON-MEMBER | | |

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

1. AD TITLE:

| | | | |
|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> BANNER 1 | <input type="checkbox"/> BANNER 2 | <input type="checkbox"/> BANNER 3 | |
| <input type="checkbox"/> BOX AD 1 | <input type="checkbox"/> BOX AD 2 | <input type="checkbox"/> BOX AD 3 | <input type="checkbox"/> BOX AD 4 |

2018 INSERTIONS (CHECK ALL ISSUES THAT APPLY)

| | | | | | |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> JAN-1st Week | <input type="checkbox"/> JAN-3RD WEEK | <input type="checkbox"/> FEB-1st Week | <input type="checkbox"/> FEB-3RD WEEK | <input type="checkbox"/> MAR-1st Week | <input type="checkbox"/> MAR-3RD WEEK |
| <input type="checkbox"/> APR-1st Week | <input type="checkbox"/> APR-3RD WEEK | <input type="checkbox"/> MAY-1st Week | <input type="checkbox"/> MAY-3RD WEEK | <input type="checkbox"/> JUN-1st Week | <input type="checkbox"/> JUN-3RD WEEK |
| <input type="checkbox"/> JUL-1st Week | <input type="checkbox"/> JUL-3RD WEEK | <input type="checkbox"/> AUG-1st Week | <input type="checkbox"/> AUG-3RD WEEK | <input type="checkbox"/> SEP-1st Week | <input type="checkbox"/> SEP-3RD WEEK |
| <input type="checkbox"/> OCT-1st Week | <input type="checkbox"/> OCT-3RD WEEK | <input type="checkbox"/> NOV-1st Week | <input type="checkbox"/> NOV-3RD WEEK | <input type="checkbox"/> DEC-1st Week | <input type="checkbox"/> DEC-3RD WEEK |

| | | |
|-------------|----------------------|------------|
| 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/ASSESSINGADVERTISING

ASSESSING INFO

ADVERTISING

Tammy Brown
816-701-8126
brown@iaao.org

SEND QUESTIONS

AND PDF WITH ALL

PRINTERS MARKS TO:

Tammy Brown
816-701-8126
brown@iaao.org

EDITORIAL

QUESTIONS:

Keith Robison
816-701-8135
robison@iaao.org