Beginning with January 2021, FAIR+EQUITABLE will be published in a digital format.
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.

Beginning with the January FAIR+EQUITABLE issue, the magazine is a virtual publication. IAAO is offering a 25% discount from the 2020 rates for 2021 to assist with the transition to a digital publication.

The flagship publication of IAAO, FAIR+EQUITABLE 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.”

GREG MCENARY, AAS, 2021 IAAO 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 event sponsorships.

**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
Great Look, Great Content, Great Opportunities

Building upon the industry news we’ve been publishing for decades, FAIR+EQUITABLE includes expanded features on state appraisals the different roles our members play, business and technology resources and trends.

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

Our 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
- **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
In Great Company

A few of our regular advertisers and business partners include:

Accent Business Services
American Society of Appraisers
Apex Software
Appraisal Institute
Assessment Analyst by Esri Canada
AssureSystems
Axiomatic
BIS Consulting
Cities Digital, Inc.
CohnReznick LLP
Conduent
CoreLogic
CourthouseUSA, LLC (CUSA)
CycloMedia Technology Inc.
Data Cloud Solutions, LLC
DEVNET Incorporated
EagleView
E-Ring, Inc.
Esri
ExactBid (formerly Narrative1)
FARRAGUT
FlightAscend Consultancy
Fugro Geospatial, Inc.
Government Software Assurance Corporation
Harris Govern

iLOOKABOUT
Josh Myers Valuation Solutions
Leica GeoSystems, LLC
Leonard Consulting
LexisNexis Risk Solutions
Lexur Appraisal Services
The MastersTouch, LLC
Moore Precision Cost
Municipal World
Nearmap USA, Inc.
Patriot Properties, Inc.
Pickett & Co., Inc.
Pro-West & Associates Inc.
Pushpin
The Schneider Corporation
Sanborn
The Sidwell Company
SouthData
Spatales
Tax Management Associates, Inc.
Thomson Reuters Aumentum
Tyler Technologies
ValueFinder
Vision Government Solutions, Inc.
Xceligent

Tyler Technologies’ end-to-end integrated solutions provide you with the tools you need to solve your office’s biggest challenges. We empower you to work across departments to bring together more people and information. Ultimately, by sharing and managing data among the land records, appraisal and tax offices, you’ll boost efficiency and ensure fair, accurate and equitable taxation.

Tyler can also help you bring together more people the old-fashioned way. Enter to win an office pizza party at tylertech.com/has-a-solution-for-that. While you’re there, learn how our industry-leading Appraisal & Tax Solutions can transform the way you do business.

Contact us at 800.800.2581 or at.sales@tylertech.com.
## Calendar, Rates & Specifications

<table>
<thead>
<tr>
<th>Month</th>
<th>Insertion Order Due</th>
<th>Artwork Due</th>
<th>Primary</th>
<th>Secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>December 11, 2020</td>
<td>12/18/20</td>
<td>Primary: Connecting: Business, Government and Academic Communities</td>
<td>Secondary: Using education to further your career</td>
</tr>
<tr>
<td>February</td>
<td>January 6, 2021</td>
<td>1/13/21</td>
<td>Primary: Technology advances of the Assessing Community</td>
<td>Secondary: Legal opinions and decisions from other states</td>
</tr>
<tr>
<td>March</td>
<td>February 5, 2021</td>
<td>2/12/21</td>
<td>Primary: Preparing for 2021, Future Models</td>
<td>Secondary: Inside the Appraiser Office: Efficiencies in the workplace; staffing; balance demands; working overtime; workflow efficiencies; technology efficiencies; outsourcing efficiencies</td>
</tr>
<tr>
<td>April</td>
<td>March 5, 2021</td>
<td>3/12/21</td>
<td>Primary: GIS for Assessors, Appraisal Models</td>
<td>Secondary: Highlights of upcoming Annual Conference</td>
</tr>
<tr>
<td>May</td>
<td>April 2, 2021</td>
<td>4/9/21</td>
<td>Primary: Legal opinions and legislative actions from other states. Changes in local or state assessment practices</td>
<td>Secondary: Point/Counterpoint, International vs National</td>
</tr>
<tr>
<td>June/July</td>
<td>May 7, 2021</td>
<td>5/14/21</td>
<td>Primary: Primarily assessment and appraisal materials</td>
<td>Secondary: Current and historical information on local governmental entities</td>
</tr>
<tr>
<td>August</td>
<td>July 9, 2021</td>
<td>7/19/21</td>
<td>Primary: What It Takes to be a Property Assessment Professional</td>
<td>Secondary: Targeted workplaces government jurisdictions and agencies; business and academic communities; Annual Conference preview</td>
</tr>
<tr>
<td>September</td>
<td>August 6, 2021</td>
<td>8/13/21</td>
<td>Primary: BOK Expertise Required to Effectively Work Within the Assessment Profession</td>
<td>Secondary: How to get the most from educational programs and customized certification programs</td>
</tr>
<tr>
<td>October</td>
<td>September 3, 2021</td>
<td>9/10/21</td>
<td>Primary: In-depth reporting about the IAAO Annual International Conference on Assessment Administration</td>
<td></td>
</tr>
</tbody>
</table>

**Fair+Equitable**

**FAIR+EQUITABLE NOW PUBLISHED 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!

**Industry Partners Guide**

Available to anyone wanting to find providers of services related to mass appraisal and valuation.

### Topic Areas:

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

**SEND QUESTIONS REGARDING EDITORIAL CONTENT TO:**

Keith Robison, Publications Manager
816-701-8135 | robison@iaao.org

Editorial calendar and bonus distributions are subject to change.
Rates through 2021

**Print Ad Member Rates**
All advertising prints 4-color. Non-members add 50%.

<table>
<thead>
<tr>
<th>RATES</th>
<th>1X</th>
<th>2-5X</th>
<th>6-10X</th>
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<tr>
<td>Full Page</td>
<td>$2,184</td>
<td>$2,097</td>
<td>$2,009</td>
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<tr>
<td>Back Cover C4</td>
<td>$2,577</td>
<td>$2,474</td>
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<tr>
<td>Inside Covers C2, C3</td>
<td>$2,402</td>
<td>$2,306</td>
<td>$2,210</td>
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<tr>
<td>Half Page</td>
<td>$1,725</td>
<td>$1,656</td>
<td>$1,589</td>
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<tr>
<td>Quarter Page</td>
<td>$1,005</td>
<td>$964</td>
<td>$924</td>
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<tr>
<td>Eighth Page (Product &amp; Services Collection)</td>
<td>$298</td>
<td>$286</td>
<td>$275</td>
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*Rates reflect a 25% discount from 2020 for transition to digital magazine*

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**Print & Digital Ad Policies**

**GUARANTEED POSITIONS**
Add 15%, excluding covers.

**AD FILES**
Email brown@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
2021 FAIR+EQUITABLE Advertising Contract & Insertion Order

CONTACT/BILLING INFORMATION

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
<th>CONTACT NAME</th>
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☐ MEMBER  ☐ NON-MEMBER

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

1. AD TITLE:     AD SIZE:

2020 INSERTIONS (CHECK ALL ISSUES THAT APPLY)

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE/JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV/DEC</th>
</tr>
</thead>
</table>

AD RATE: $\times$ NO. OF INSERTIONS: $\text{EQUALS: }$

2. AD TITLE:     AD SIZE:

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AD RATE: $\times$ NO. OF INSERTIONS: $\text{EQUALS: }$

3. AD TITLE:     AD SIZE:

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</tr>
</thead>
</table>

AD RATE: $\times$ NO. OF INSERTIONS: $\text{EQUALS: }$

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 CONTACT ALLYSON WEBER– 800-616-4226 X 8138 • weber@iaao.org

SEND PAYMENT & CONTRACT BY:

MAIL: IAAO, ATTN: ALLYSON WEBER 314 W 10TH STREET, KANSAS CITY, MO 64105 OR
OR ONLINE: WWW.IAAO.ORG/FEADVERTISING
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 2021
Assessing Info Ad Member Rates
Non-members add 50%

<table>
<thead>
<tr>
<th>BANNER AD RATES (570X70 PIXELS)</th>
<th>1-6X</th>
<th>7-12X</th>
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<tbody>
<tr>
<td>BANNER AD 1</td>
<td>$475</td>
<td>$450</td>
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<tr>
<td>BANNER AD 2</td>
<td>$450</td>
<td>$400</td>
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<td>BANNER AD 3</td>
<td>$400</td>
<td>$350</td>
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<th>PRODUCT SHOWCASE AD RATES (250X150 PIXELS)</th>
<th>1-6X</th>
<th>7-12X</th>
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<tbody>
<tr>
<td>BOX AD 1 OR 2</td>
<td>$300</td>
<td>$250</td>
</tr>
<tr>
<td>BOX AD 3 OR 4</td>
<td>$275</td>
<td>$225</td>
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</tbody>
</table>

Ads will link directly to an active URL. Please provide the link along with artwork at least one week prior to the publication date.

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

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

GIF, JPG, or PDF files are accepted.
2021 ASSESSING INFO
Advertising Contract & Insertion Order

CONTACT/BILLING INFORMATION

<table>
<thead>
<tr>
<th>NAME</th>
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- MEMBER  - NON-MEMBER

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

1. AD TITLE:

- BANNER 1
- BANNER 2
- BANNER 3

- BOX AD 1
- BOX AD 2
- BOX AD 3
- BOX AD 4

2020 INSERTIONS: (CHECK ALL ISSUES THAT APPLY)

- JAN-1st Week
- JAN-3rd Week
- FEB-1st Week
- FEB-3rd Week
- MAR-1st Week
- MAR-3rd Week
- APR-1st Week
- APR-3rd Week
- MAY-1st Week
- MAY-3rd Week
- JUN-1st Week
- JUN-3rd Week
- JUL-1st Week
- JUL-3rd Week
- AUG-1st Week
- AUG-3rd Week
- SEP-1st Week
- SEP-3rd Week
- OCT-1st Week
- OCT-3rd Week
- NOV-1st Week
- NOV-3rd Week
- DEC-1st Week
- DEC-3rd Week

AD RATE: $ X NO. OF INSERTIONS: $ = GRAND TOTAL

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