

FAIR+EQUITABLE

+ ASSESSING INFO



MEDIA KIT 2023



FAIR+EQUITABLE

published 9 times a
year in digital format.

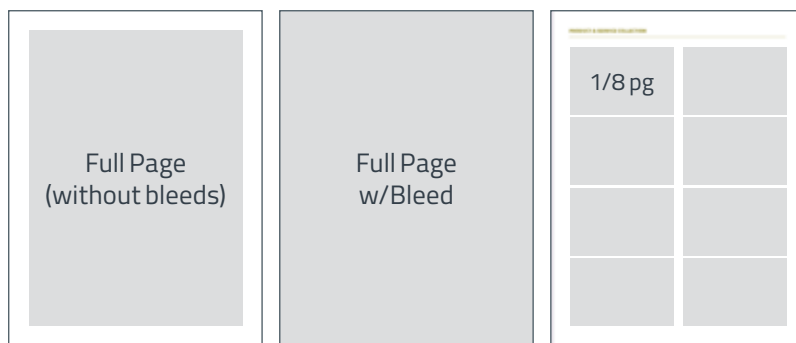
Updated November 2023

Rates through 2023

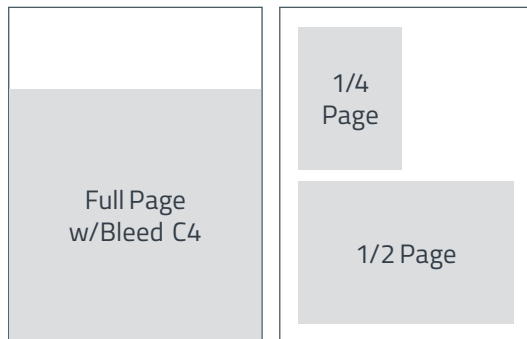
Print Ad Member Rates

All advertising prints 4-color. **Non-members add 40%**

RATES	1X	2-5X	6-9x
Full Page	\$2,925	\$2,800	\$2,700
Back Cover C4	\$3,450	\$3,300	\$3,175
Inside Covers C2, C3	\$3,225	\$3,075	\$2,950
Half Page	\$2,300	\$2,225	\$2,125
Quarter Page	\$1,350	\$1,300	\$1,250
Eighth Page (Product & Services Collection)	\$425	\$400	\$375



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



Ad Dimensions

Trim size	8.5" x 11"
Bleeds	Add at least .125" to all sides.
Live area	Keep readable content at least .25" from trim.

Full Page (without bleeds)	7.25" x 9.75"
Full Page w/Bleed	8.75" x 11.25"
Full Page w/Bleed C4	8.5" x 8.25"
Half Page	7.25" x 4.75"
Quarter Page	3.5" x 4.75"
Eighth Page	3.5" x 2.25"

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/ValTech Technologies Conference
- Preparation and Trial of the Property Tax Assessment Appeal Seminar
- IAAO Legal Seminar

Promotional Tools

- IAAO Career Center
- Assessing Info (e-news)

Pricing is provided upon request





2023 FAIR+EQUITABLE Advertising Contract & Insertion Order

CONTACT/BILLING INFORMATION

COMPANY NAME _____ CONTACT NAME _____

COMPANY ADDRESS _____

CITY _____ STATE/PROVINCE _____

ZIP/POSTAL CODE _____ COUNTRY _____

PHONE _____ E-MAIL _____

MEMBER NON-MEMBER

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

1. AD TITLE: _____ AD SIZE: _____

2023 INSERTIONS (CHECK ALL ISSUES THAT APPLY) JAN FEB/MARCH APRIL MAY JUNE/JULY AUG SEPT OCT/NOV DEC

APRIL AD RATE: \$ _____ X NO. OF INSERTIONS: _____ EQUALS: \$ _____

2. AD TITLE: _____ AD SIZE: _____

2023 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: _____

2023 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 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

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

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

EDITORIAL QUESTIONS:
Keith Robison
816-701-8135
robison@iaao.org

EXHIBITOR INFORMATION OR TO REQUEST A PROSPECTUS:
Rachel Mense
816-701-8109
mense@iaao.org

SPONSORSHIP INFORMATION OR TO REQUEST A PROSPECTUS:
Leann Ritter
816-701-8161
ritter@iaao.org

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



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.

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

Rates through 2023

Assessing Info Ad Member Rates

Non-members add 40%

BANNER AD RATES (570X70 PIXELS)	1-6X	7-12X
BANNER AD 1	\$490	\$465
BANNER AD 2	\$465	\$415
BANNER AD 3	\$415	\$365

PRODUCT SHOWCASE AD RATES (250X150 PIXELS)	1-6X	7-12X
BOX AD 1 OR 2	\$315	\$265
BOX AD 3 OR 4	\$290	\$240

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

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.



INTERESTED IN ADVERTISING?

Contact: Tammy Brown, Director of Marketing

800-616-4226 X 8126 | brown@iaao.org



2023 ASSESSING INFO Advertising Contract & Insertion Order

ASSESSING INFO ADVERTISING
Tammy Brown
816-701-8126
brown@iaao.org

SEND QUESTIONS, AD FILES & LINKS:
Tammy Brown
816-701-8126
brown@iaao.org

EDITORIAL QUESTIONS:
Keith Robison
816-701-8135
robison@iaao.org

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

2023 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-2nd Week	<input type="checkbox"/> SEP-4TH 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: \$ _____
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GRAND TOTAL

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