



2020 Election Advertising Insertion Order & Payment Information

Candidates in the 2020 election that are certified to appear on the ballot can advertise their candidacy to IAAO members as follows.

- Free candidate web page** **One free web page per candidate on the IAAO website**
Each candidate will be allowed to present their platform on an individual page. Links to the candidate's web page will be published in *Assessing Info* and *Fair + Equitable*.
- Free candidate magazine ad - October F + E** **One free quarter-page advertisement in *Fair + Equitable***
(Limit of 250 words)

The following disclaimer will appear below free candidate advertisements:
Advertising content is created by the candidate and does not constitute an endorsement by IAAO.

- Additional *Fair + Equitable* quarter-page ad (3.75" w X 4.5" h)** **\$250 per insertion**
- Additional *Fair + Equitable* eighth-page ad (3.75" w X 2.0" h)** **\$125 per insertion**

Ads appear in *Fair + Equitable*, which is distributed to all IAAO members. Candidate ads can appear in the September and October issues. The cost of the ad includes assistance with formatting using a standardized template and/or advice to candidates about how to prepare an ad that meets publication specifications. Candidates specify message content, colors, and other details of their message and have final approval of the advertisement. **Please submit content by August 1 for the September issue and September 1 for the October issue.**

The following disclaimer will appear below paid candidate advertisements:
Advertising content is paid for by the candidate and does not constitute an endorsement by IAAO.
Candidate endorsements may not appear in any campaign advertisements appearing in IAAO publications or IAAO generated electronic media. For technical questions about advertising, candidates can contact Mike Ardis, at Ardis@iaao.org, 816-701-8141.

- IAAO Mailing Lists**
- Postal Mailing** - Election candidates can receive one FREE copy of the IAAO mailing list in electronic format for one time use only. For questions about mailing lists, candidates can contact Jill Wilbeck Wilbeck@iaao.org.
- Electronic** - Candidates may send email ads for election through IAAO's broadcast e-mail system. Emails are limited to 5 total per candidate and no more than one per week. The cost for **each** broadcast e-mail transmitted is \$250. Payment must be made in advance and no refunds will be granted. Note that the advertisement will contain a disclaimer for content, implied endorsement and any financial liability to the Association, its members or staff.

PAYMENT

All orders must be prepaid. Ads cannot be placed/sent until payment is received. An authorized signature must accompany this insertion order. If paying by check, please 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

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|----------------------|-------------------------|-----------------|
| Card Number | Cardholder Name (Print) | Expiration Date |
| Cardholder Signature | | csc number |

Please do not email form with credit card number. Call 816-701-8138 with info

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 and insertion orders to: Jill Wilbeck, Membership Services Manager, 314 W. 10th Street, Kansas City, Missouri 64105-1616. Contracts with charge card information can be sent to our secure fax at 816-701-8149.

Send ads and ad content to Mike Ardis, Ardis@iaao.org. Requests for mailing lists can be sent to Jill Wilbeck, Wilbeck@iaao.org.