

FAIR+EQUITABLE

+ ASSESSING INFO



MEDIA KIT 2024



FAIR+EQUITABLE
published 9 times a
year in digital format.

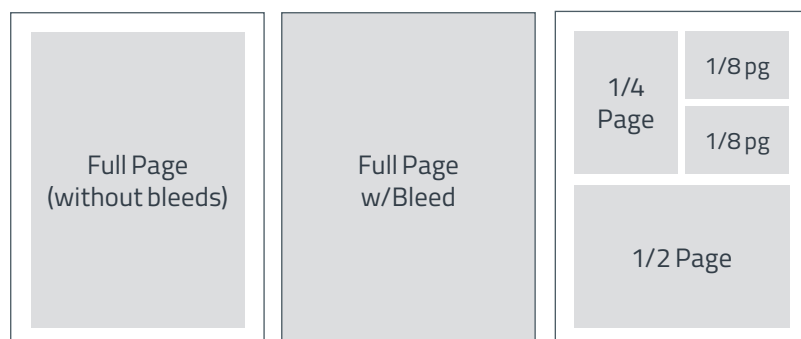
Updated October 2023

Rates through 2024

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	\$3,225	\$3,075	\$2,950
Half Page	\$2,300	\$2,225	\$2,125
Quarter Page	\$1,350	\$1,300	\$1,250
Eighth Page	\$425	\$400	\$375



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"
Half Page	7.25" x 4.75"
Quarter Page	3.5" x 4.75"
Eighth Page	3.5" x 2.25"

2024 Submission Deadlines

Issue	Deadline
February 2024	January 5, 2024
March 2024	February 2, 2024
April/May 2024	March 1, 2024
June 2024	May 3, 2024
July 2024	June 7, 2024
August/September 2024	July 5, 2024
October 2024	September 6, 2024
November 2024	October 1, 2024
December 2024/January 2025	November 1, 2024

Digital Ad Policies

GUARANTEED POSITIONS

Add 15%, excluding covers.

AD FILES

Email brown@iaao.org

File Format: PDF

Fonts: PostScript and/or Open Type

Graphics: 300 dpi (150 line screen) at 100%

Color: CMYK

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
- IAAO Legal Seminar

Promotional Tools

- IAAO Career Center
- Assessing Info (e-news)
- Industry Service Partners

Pricing is provided upon request



INTERESTED IN ADVERTISING?

Contact: Tammy Brown, Director of Marketing

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



2024 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
<input type="checkbox"/> MEMBER <input type="checkbox"/> NON-MEMBER	

FEES ENTER A SEPARATE LINE-TOTAL FOR EACH AD TOTAL

1. AD TITLE:		AD SIZE:						
2024 INSERTIONS (CHECK ALL ISSUES THAT APPLY)								
<input type="checkbox"/> FEB	<input type="checkbox"/> MARCH	<input type="checkbox"/> APRIL/MAY	<input type="checkbox"/> JUNE	<input type="checkbox"/> JULY	<input type="checkbox"/> AUG/SEPT	<input type="checkbox"/> OCT	<input type="checkbox"/> NOV	<input type="checkbox"/> DEC/JAN
AD RATE: \$		X NO. OF INSERTIONS:		EQUALS: \$				

2. AD TITLE:		AD SIZE:						
2024 INSERTIONS (CHECK ALL ISSUES THAT APPLY)								
<input type="checkbox"/> FEB	<input type="checkbox"/> MARCH	<input type="checkbox"/> APRIL/MAY	<input type="checkbox"/> JUNE	<input type="checkbox"/> JULY	<input type="checkbox"/> AUG/SEPT	<input type="checkbox"/> OCT	<input type="checkbox"/> NOV	<input type="checkbox"/> DEC/JAN
AD RATE: \$		X NO. OF INSERTIONS:		EQUALS: \$				

3. AD TITLE:		AD SIZE:						
2024 INSERTIONS (CHECK ALL ISSUES THAT APPLY)								
<input type="checkbox"/> FEB	<input type="checkbox"/> MARCH	<input type="checkbox"/> APRIL/MAY	<input type="checkbox"/> JUNE	<input type="checkbox"/> JULY	<input type="checkbox"/> AUG/SEPT	<input type="checkbox"/> OCT	<input type="checkbox"/> NOV	<input type="checkbox"/> DEC/JAN
AD RATE: \$		X NO. OF INSERTIONS:		EQUALS: \$				

GRAND TOTAL

PAYMENT INFORMATION

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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

Download form prior to submitting.



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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 2024

Assessing Info Ad Member Rates

Non-members add 50%


BANNER AD RATES (570X70 PIXELS)	1-6X	7-12X
BANNER AD 1	\$490	\$465
BANNER AD 2	\$465	\$415
BANNER AD 3	\$415	\$365
BANNER AD 4	\$365	\$340

Ads can 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.


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




+ ASSESSING INFO
OCTOBER 31, 2017



Featured News Item 1 >
Solutas picta voluptate idunt. Onecaepe! maionse! que labore nusapic above, invelic to te omnimagnis. Net venis alorapent volupte eruntas quis dolo tempore none et facper erenis explab lum in nullita qui to qui que




Featured News Item 2
Solutas picta voluptate idunt. Onecaepe! maionse! que labore nusapic above, invelic to te omnimagnis.
[Read More >](#)




Featured News Item 3
Solutas picta voluptate idunt. Onecaepe! maionse! que labore nusapic above, invelic to te omnimagnis.
[Read More >](#)

BANNER AD 1
570 x 70px



BANNER AD 2
570 x 70px

IAAO NEWS



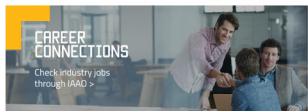
- + IAAO News Item Title >
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- + IAAO News Item Title >

BANNER AD 3
570 x 70px


AROUND THE INDUSTRY

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


BANNER AD 3
570 x 70px



CAREER CONNECTIONS
Check industry jobs through IAAO >



International Association
of Assessing Officers
314 West 10th Street
Kansas City, Missouri 64105
816-701-8162
info@iaao.org



Kate Smith, Member Relations Manager
816-701-8162 | Download media kit
Call Marianne, Senior Content Editor
816-426-2887 | Contribute online
Learn how to submit for your article section! See our website and to your inbox.



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<input type="checkbox"/> MEMBER <input type="checkbox"/> NON-MEMBER			

**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

CHECK ALL ISSUES THAT APPLY TO THE BANNER SELECTED		<input type="checkbox"/> BANNER 1	<input type="checkbox"/> BANNER 2	<input type="checkbox"/> BANNER 3	<input type="checkbox"/> BANNER 4
<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-2nd Week	<input type="checkbox"/> JUL-4th WEEK	<input type="checkbox"/> AUG-2nd Week	<input type="checkbox"/> AUG-4th 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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