

FAIR+EQUITABLE

+ ASSESSING INFO



MEDIA KIT 2025



FAIR+EQUITABLE

published 9 times a
year in digital format.

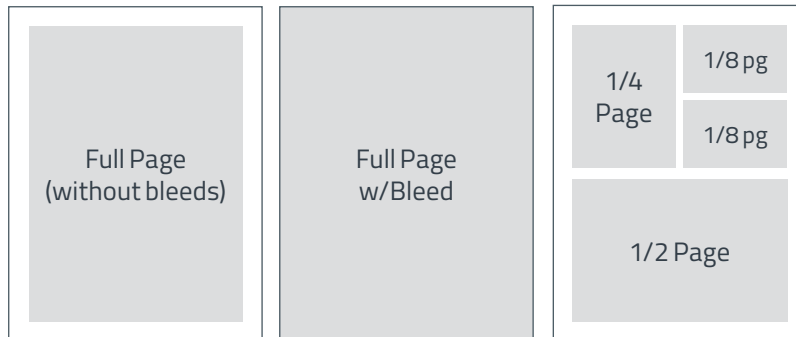
Updated October 2024

Rates through 2025

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"

2025 Submission Deadlines

Issue	Deadline
February 2025	January 6, 2025
March 2025	February 3, 2025
April/May 2025	March 3, 2025
June 2025	May 1, 2025
July 2025	June 6, 2025
August/September 2025	July 1, 2025
October 2025	September 5, 2025
November 2025	November 1, 2025
December 2025/January 2026	November 3, 2025

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
- Mass Appraisal Valuation Symposium
- International Research Symposium

Promotional Tools

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

Pricing is provided upon request





2025 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

1. AD TITLE: _____ AD SIZE: _____

CHECK ALL ISSUES THAT APPLY

FEB MARCH APRIL/MAY JUNE JULY AUG/SEPT OCT NOV DEC/JAN

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

2. AD TITLE: _____ AD SIZE: _____

CHECK ALL ISSUES THAT APPLY

FEB MARCH APRIL/MAY JUNE JULY AUG/SEPT OCT NOV DEC/JAN

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

3. AD TITLE: _____ AD SIZE: _____

CHECK ALL ISSUES THAT APPLY

FEB MARCH APRIL/MAY JUNE JULY AUG/SEPT OCT NOV DEC/JAN

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

CALL: ALLYSON WEBER 800-616-4226 X 8138

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 is distributed bi-monthly on the first and third Thursday of each 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 2025

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.

The screenshot displays the newsletter interface. At the top is a header with the title 'ASSESSING INFO' and a background image of people working. Below this are several featured news items, each with a small image and a 'Read More >' link. There are four yellow banner ad sections, each labeled 'BANNER AD 1' through 'BANNER AD 4' with dimensions '570 x 70px'. The banners contain images of 'FAIR+EQUITABLE' magazine covers and 'CAREER CONNECTIONS'. Below the banners are sections for 'IAAO NEWS' and 'AROUND THE INDUSTRY', each with a list of links. At the bottom is a footer with the IAAO logo and contact information.





2025 ASSESSING INFO Advertising Contract & Insertion Order

CONTACT/BILLING INFORMATION

COMPANY NAME _____		CONTACT NAME _____	
COMPANY ADDRESS _____			
CITY _____		STATE/PROVINCE _____	
ZIP/POSTAL CODE _____		COUNTRY _____	
PHONE _____		E-MAIL _____	

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

MEMBER NON-MEMBER

BANNER 1 (CHECK ALL ISSUES THAT APPLY)

- | | | | | | |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> JAN-2nd Week | <input type="checkbox"/> JAN-4th 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: \$ _____

BANNER 2 (CHECK ALL ISSUES THAT APPLY)

- | | | | | | |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> JAN-2nd Week | <input type="checkbox"/> JAN-4th 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: \$ _____

BANNER 3 (CHECK ALL ISSUES THAT APPLY)

- | | | | | | |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> JAN-2nd Week | <input type="checkbox"/> JAN-4th 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: \$ _____

BANNER 4 (CHECK ALL ISSUES THAT APPLY)

- | | | | | | |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> JAN-2nd Week | <input type="checkbox"/> JAN-4th 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: \$ _____

GRAND TOTAL

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