

# MEDIA KIT 2026

## FAIR+EQUITABLE & ASSESSING INFO



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

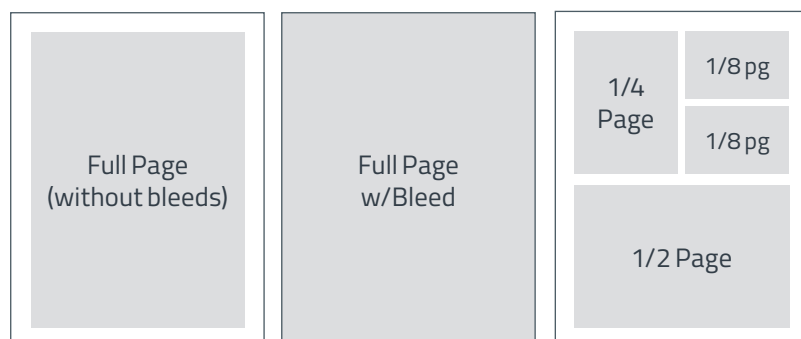
Updated November 2025

Rates through 2026

## 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"

## 2026 Submission Deadlines

Issue	Deadline
February 2026	January 5, 2026
March 2026	February 2, 2026
April/May 2026	March 2, 2026
June 2026	May 1, 2026
July 2026	June 1, 2026
August 2026	July 1, 2026
September/October 2026	August 3, 2026
November 2026	November 1, 2026
December 2026/January 2027	November 2, 2026

## Digital Ad Policies

### GUARANTEED POSITIONS

Add 15%, excluding covers.

### AD FILES

Email [brown@iaao.org](mailto: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/Valuation 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





# 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 2026

## 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.**




### + ASSESSING INFO

DECEMBER 2017



#### Featured News Item 1 >


Solutas piciota voluplate idunt. Onecaepel maionised que labore nusapic abore, invelic to le omminagnis. Net variis aborepiciat voluplate eruntis quis dolo tempore none et facper erenis explai lum in nullita qui to qui que



#### Featured News Item 2

Solutas piciota voluplate idunt. Onecaepel maionised que labore nusapic abore, invelic to le omminagnis.

[Read More >](#)




#### Featured News Item 3

Solutas piciota voluplate idunt. Onecaepel maionised que labore nusapic abore, invelic to le omminagnis.

[Read More >](#)

#### BANNER AD 1


570 x 70px



#### BANNER AD 2

570 x 70px

### IAAO NEWS



- + IAAO News Item Title >
- + IAAO News Item Title >
- + IAAO News Item Title >
- + IAAO News Item Title >
- + 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 4

570 x 70px



### CAREER CONNECTIONS

Check industry jobs through IAAO >



International Association  
of Assessing Officers  
214 West 10th Street  
Kansas City, Missouri 64105  
916-701-8102  
info@iaao.org

Kate Smith, Member Relations Manager  
916-701-8102 | Download media kit  
Caiti Williams, Member Content Editor  
916-701-8102 | Content@iaao.org

Learn more about us at [www.iaao.org](http://www.iaao.org) or your local member IAAO office.  
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# 2026 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	

### 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:

Lauren Harlan  
816-701-8109  
harlan@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

1. AD TITLE:	AD SIZE:
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
<input type="checkbox"/> SEPT/OCT	<input type="checkbox"/> NOV
<input type="checkbox"/> DEC/JAN	
AD RATE: \$	X NO. OF INSERTIONS: EQUALS: \$

2. AD TITLE:	AD SIZE:
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
<input type="checkbox"/> SEPT/OCT	<input type="checkbox"/> NOV
<input type="checkbox"/> DEC/JAN	
AD RATE: \$	X NO. OF INSERTIONS: EQUALS: \$

3. AD TITLE:	AD SIZE:
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
<input type="checkbox"/> SEPT/OCT	<input type="checkbox"/> NOV
<input type="checkbox"/> 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





# 2026 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	

☐ MEMBER      ☐ NON-MEMBER

### BANNER 1 (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-1st Week	<input type="checkbox"/> SEP-3RD WEEK
<input type="checkbox"/> OCT-2nd Week	<input type="checkbox"/> OCT-4TH 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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### BANNER 2 (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-1st Week	<input type="checkbox"/> SEP-3RD WEEK
<input type="checkbox"/> OCT-2nd Week	<input type="checkbox"/> OCT-4TH 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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### BANNER 3 (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-1st Week	<input type="checkbox"/> SEP-3RD WEEK
<input type="checkbox"/> OCT-2nd Week	<input type="checkbox"/> OCT-4TH 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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### BANNER 4 (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-1st Week	<input type="checkbox"/> SEP-3RD WEEK
<input type="checkbox"/> OCT-2nd Week	<input type="checkbox"/> OCT-4TH 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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[brown@iaao.org](mailto:brown@iaao.org)

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### EDITORIAL QUESTIONS:

Keith Robison  
816-701-8135  
[robison@iaao.org](mailto:robison@iaao.org)

