



A unique opportunity awaits you! We are pleased to offer you the opportunity to advertise in the 2019 Assessors' Association of Pennsylvania (*AAP Journal*). This publication is mailed statewide to all county assessors and is your exclusive way of reaching this important audience. The *AAP Journal* has grown and readership continues to increase. **Advertising is limited to the first eight respondents. Don't delay. Respond today!**

Enclosed is a copy of our 2019 rate sheet for advertising. Our rates include the opportunity to use additional colors in your ad to make it even more visible to this important audience and to help you drive home your message to assessors statewide. Our publication is in four-colors and the look and feel has been upgraded to reflect the profession.

We also invite cooperative members and others to think about writing for the *AAP Journal*. Enclosed is an article solicitation form should you wish to submit a story idea that will be of general interest to assessors for consideration and we encourage you to do so. Sharing success stories you have had with assessors is another important way to not only help others benefit from your previous success, but is also a way in which to keep your company and its services before the assessor market.

We invite you to place your ad today. If you have questions, or need additional information, please call Terry Cochran at (717) 736-4734 or email her at tcochran@pacounties.org. **We do need to know your intentions for 2019 by November 23, 2018.**

Remember, approximately 675 assessors statewide rely on the *AAP Journal* as their source of reliable and up-to-date information. If you want to reach this group, you can count on the *AAP Journal* to help you get your message out effectively and in a timely fashion.

Remember, advertising is limited to the first eight responders - Don't miss out on this important opportunity!



2019 Advertising Rates, Information and Contract

Published by the
Assessors' Association of Pennsylvania
PO Box 60769
Harrisburg, PA 17106-0769
Phone: (717) 526-1010
fax: (717) 526-1020

RATES

All rates are based on one full year of advertising. Upon occasion, AAP will accept ads for less than one year. Call AAP for special exceptions. The Journal is published four times a year. Your ad will appear four times for the rate indicated below. The Journal is mailed to approximately 675 readers quarterly. Subscriptions are included with membership fees. Additional subscriptions are \$15 per year.

1/2 Page Sizes:

Horizontal: 7" wide X 4-7/8" deep
Vertical: 3-1/4" wide X 10" deep

\$1,400 annually for four insertions, black only

1/4 Page

Horizontal: 7" wide X 2-1/2" deep
Vertical: 3-3/8" wide X 4-7/8" deep

\$1,000 annually for four insertions, black only

1/8 Page

Horizontal: 3-3/8" wide X 1-1/2" deep
Vertical: 1-1/2" wide X 3-3/8" deep

\$500 annually for four insertions, black only

Preferred Position

Back Cover (first come first serve; only one available)

\$1,700 annually for four insertions, black only

Classified Advertising

Classified ad rates are \$4.00 per line with a minimum of five lines. Boxed ads are an additional \$10.00.

COLOR AND SPECS

Four Colors

You may add additional colors to your ad at the rate of \$250 per color. You can specify the Pantone ink color you wish to use.

Ad Specifications

High resolution electronic files preferred in a high quality PDF format. If using an ink color other than black, please be certain you have indicated the pantone ink color you are using. If your ad contains a type font other than Times New Roman, Verdana, Segoe UI or Franklin Gothic, please make sure you send a copy of the font with your ad.

CLOSING DATES AND CANCELLATION POLICY

The *AAP Journal* is published four times each year, by the Assessors' Association of Pennsylvania.

WINTER 2019

Publication: January
Deadline: December 7, 2018

SPRING 2019

Publication: April
Deadline: March 8

SUMMER 2019

Publication: July
Deadline: June 7

FALL 2019

Publication: October
Deadline: September 6

Cancellations:

No cancellation accepted after closing date. Previous advertisement will be repeated according to the contract unless new copy is received by the closing date.

AAP reserves the right to reject any unsuitable advertising copy. Advertisers and agencies assume liability for all content and also assume responsibility for any claim therefore made against the publisher. AAP reserves the right to cancel any advertising contract due to non-payment.

BILLING, MAILING AND QUESTIONS

Billing

All ad fees must be prepaid on an annual basis, and prior to publication of the first issue. Advertisers will receive a copy of the *AAP Journal* as proof of publication. Classified advertising fees must accompany the ad at the rate described above. All checks should be made payable to the Assessors' Association of Pennsylvania (AAP) and mailed to the address below.

Mailing Instructions

All insertions orders, advertising contract and correspondence should be mailed to: *AAP Journal*, Attention: Terry Cochran, PO Box 60769, Harrisburg, PA 17106-0769 or sent electronically to tcochran@pacounties.org.

Questions

Contact Terry Cochran at (717) 736-4734, or email her at tcochran@pacounties.org.





2019 AAP Journal Advertising Contract

All advertising is pre-paid. Ads will not be run or be accepted without payment in full at time of space reservation.
(Please type or print all information, make a copy for your records, and return this form to the AAP at the address on the next page.)

Name of Advertiser _____

Address _____

Phone _____ Fax _____ Email _____

Contact Person's Name and Title _____

Contact Person's Signature _____

Space Reservation

Please indicate the ad size you are purchasing. See previous page for correct sizes. Please note: if AAP must correct your ad, or if the ad does not conform to specifications, you will be contacted and given the option of resubmitting the ad, or AAP will offer to correct the ad and bill you for those changes.

_____ 1/2 page @ \$1,400 annually, black

_____ 1/4 page @ \$1,000 annually, black

_____ 1/8 page @ \$500 annually, black

_____ Preferred position 1/2 page - back cover @ \$1,700 annually, black (first-come, first-paid basis)

_____ Additional color(s): Add \$250 for **each additional color**. Please specify pantone ink color.

Pantone Ink Color(s) _____

Annual Cost of Advertising \$ _____

Return with payment and advertising copy to:

AAP

Attn: Terry Cochran

AAP Journal

PO Box 60769

Harrisburg, PA 17106-0769

Or fax: (717) 526-1020

Or email: *tcochran@pacounties.org*

If advertising for the full year, the deadline for your 2019 advertising contract is November 23, 2018.

2019 AAP Journal Article Submission Form

Name of Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

Contact Person/Author: _____

Email: _____

Working Draft Title: _____

Topic Synopsis (3-4 sentences describing the article and the targeted audience):

Please select the *AAP Journal* issue(s) in which you are interested in seeing this article:

- January 2019—Please submit article by December 7, 2018
- April 2019—Please submit article by March 8, 2019
- July 2019—Please submit article by June 7, 2019
- October 2019—Please submit article by September 6, 2019

AAP receives numerous article submissions and requests throughout the year. AAP cannot include every request received, but each request will be given equal consideration. The AAP Editorial Board meets on a regular basis and selects article topics based on member needs and prevalent issues. If the topic is chosen, AAP staff will contact you following the review, but due to the volume of requests AAP is unable to contact individuals submitting topics not being used. Topics not selected for a particular article will be kept on file for one year from the time delivered to AAP and will be reviewed at each editorial meeting held during that time period. AAP reserves the right to alter topic content and/or add additional article content to a suggested piece. AAP can not compensate authors for articles submitted for publication. By submitting an article, you are granting copyright permission to publish the article in the *AAP Journal*. *Author's may request an electronic manuscript/reproduction of their article, as it appears in the newsletter following publication. **Please note:** As part of its copyright agreement for Pennsylvania *AAP Journal*, the Assessors' Association of Pennsylvania (AAP) grants the authors the right to place the final version of his/her manuscript on the author's website subject to AAP's standards, or in a public digital repository, providing credit is given to *AAP Journal*. When posted on property owned by the author (i.e. a website), the author should accompany the article with a tag line reading "this article is provided courtesy of the *AAP Journal*, a publication of the Assessors' Association of Pennsylvania." The tag line should also state the issue date of the publication where the article was originally printed. Note that the article is a reprint with AAP's permission, but in no way constitutes an endorsement of the products or services offered by the vendor. The AAP logo shall not be reproduced or included in the online manuscript in any way.

I have read the above policy/procedures. I would like to request an electronic manuscript/reproduction of your article, should it be published.

Mail, fax or email to:

AAP

Attn: Terry Cochran, AAP Deputy Director
PO Box 60769 · Harrisburg, PA 17106-0769
(717) 736-4734 · fax: (717) 526-1020
tcochran@pacounties.org