



an affiliate of the
**COUNTY COMMISSIONERS
ASSOCIATION OF PENNSYLVANIA**

PO Box 60769 Harrisburg, PA 17106-0769 (717) 526-1010 FAX: (717) 526-1020

A unique partnership opportunity! Read on!

A unique opportunity awaits you! I am pleased to offer you the opportunity to advertise in the 2010 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. The AAP editorial board continues to upgrade and expand the publication.

Enclosed is a copy of our rate sheet for advertising. This year we are offering you the opportunity to include 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. You also may have noticed that our publication is now in two-colors and the look and feel has been upgraded to reflect the profession. These changes mean good news for our advertisers and supporters.

Also, we continue to solicit articles for publication that will be of general interest to assessors. We invite cooperative members and others to think about writing for the *AAP Journal*. I have enclosed an article solicitation form should you wish to submit a story idea for consideration.

I invite you to place your ad today. If you have questions, or need additional information, please feel free to call Debbi Tingley at (717) 526-1010, x3336. **We do need to know your intentions for 2010 by December 1, 2009.**

Remember, more than 700 assessors statewide rely on the *Journal* as their source of reliable and up-to-date information. If you want to reach this group, you can count on the *Journal* to help you get your message out effectively and in a timely fashion.

Sincerely,

Paulette Sebring
President
AAP

PS. Don't delay, please send your advertising contract today! And remember, you now have the added opportunity for color to help you help your message stand out!

AAP Journal

Assessors' Association of Pennsylvania



2010 Advertising Rates, Information And Contract

Published by the
Assessors' Association of Pennsylvania
17 North Front Street
Harrisburg, PA 17101-1624
Phone: (717)232-7554
fax: (717)232-2162

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 700 readers quarterly. Subscriptions are included with membership fees. Additional subscriptions are \$12.00 per year.

1/2 Page **\$1,400 annually for four insertions, black only**

Sizes:

Horizontal: 7" wide X 4-7/8" deep

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

1/4 Page **\$1,000 annually for four insertions, black only**

Horizontal: 7" wide X 2-1/2" deep

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

1/8 Page **\$500 annually for four insertions, black only**

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

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

Preferred Position **\$1,700 annually for four insertions, black only**

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

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

Two Colors:

Red (pantone 201) or blue (pantone 2757C)

You may add additional colors to your ad at the rate of \$350 per color. You can specify the pantone ink color you wish to use. It does not have to be the RED or BLUE.

Ad Specifications:

High resolution electronic files preferred in an JPG 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 or Franklin Gothic, please make sure you send a copy of the font with your ad. Camera-ready slicks or laser-printed copies are acceptable and reproduction will be as submitted. Negatives must be right reading, emulsion side down. Line screens can be either 133 or 150.

Closing Dates And Cancellation Policy

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

WINTER 2010

Publication: January
Deadline: December 4

SPRING 2010

Publication: April
Deadline: March 5

SUMMER 2010

Publication: July
Deadline: June 4

FALL 2010

Publication: October
Deadline: September 3

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. Advertiser 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 and mailed to the address below.

Mailing Instructions:

All insertions orders, advertising contract and correspondence should be mailed to: *AAP Journal*, Attention: Debra S. Tingley, APR, PO Box 60769, Harrisburg, PA 17106-0769.

Questions:

Contact the Advertising Coordinator, Debra S. Tingley, APR at (717) 526-1010, e-mail: dtingley@pacounties.org.

Year 2010
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 to the address on the next page.)

Name Of Advertiser _____

Address _____

Phone _____ Fax: _____ E-mail: _____

Contact Person 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

_____ Additional color(s): Add \$350 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: Debra S. Tingley, APR

AAP Journal

PO Box 60769

Harrisburg, PA 17106-0769

Or fax: (717) 526-1020

OR e-mail: *dtingley@pacounties.org*

If advertising for the full year, the deadline for your 2010 Advertising contracts is December 4, 2009.

AAP Journal Article Submission Form

Name of Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

Contact Person/Writer: _____

E-mail: _____

Working Draft Title: _____

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

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

- January 2010—Please submit ideas by November 30, 2009
 April 2010—Please submit ideas by February 1, 2010
 July 2010—Please submit ideas by May 3, 2010
 October 2010—Please submit ideas by August 2, 2010

AAP receives numerous article submissions and requests throughout the year. AAP can not 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 Web site, subject to AAP's standards, or in a public digital repository, providing credit is given to Pennsylvania County News. When posted on property owned by the author (i.e. a Web site), the author should accompany the article with a tagline reading "this article is provided courtesy of the *AAP Journal*, a publication of the Assessors' Association of Pennsylvania." The tagline 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.

Please send to (e-mail address): _____

Mail, fax or e-mail to:

AAP

Attn: Debbi Tingley, Director of Publications

PO Box 60769 · Harrisburg, PA 17106-0769

PHONE: (717) 526-1010 x3336 · fax: (717) 526-1020

dtingley@pacounties.org