

**ASSESSORS'
ASSOCIATION OF
PENNSYLVANIA**

Advertise in the 2026 AAP Journal!

The Journal :

- Reaches over 500
assessment
professionals in PA
- Is distributed quarterly
- Has opportunities to
provide articles

***Return Your
Contract***

**Deadline:
November 19, 2025**



Ad Details Inside!



AAP Journal Advertising
Assessors' Association of Pennsylvania
The AAP is in partnership with the
County Commissioners
Association of Pennsylvania

2026 Advertising Rates, Information and Contract

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

RATES

All rates are based on one full year of advertising. Upon occasion, AAP will accept ads for less than one year. Contact AAP for details. The Journal is published four times a year. Your ad will appear four times for the rate indicated below. The Journal is emailed or mailed to over 500 readers quarterly. Subscriptions are included with membership fees. Additional subscriptions are \$25 per year.

1/2 Page Sizes:

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

\$1,500 annually for four insertions

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

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

Classified Advertising

Classified ad rates are \$5 per line with a minimum of five lines. Boxed ads are an additional \$20.

AD SPECIFICATIONS

- High resolution electronic files preferred in a high quality PDF format but JPG files will be accepted.
- All ads can be four color.

QUESTIONS

Classified ad rates are \$5 per line with a minimum of five lines. Boxed ads are an additional \$20.

CLOSING DATES AND CANCELLATION POLICY

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

WINTER 2026

Publication: January

Deadline: December 6, 2025

SPRING 2026

Publication: April

Deadline: March 7

SUMMER 2026

Publication: July

Deadline: June 6

FALL 2026

Publication: October

Deadline: September 5

Cancellations:

No cancellations accepted after ad 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 an electronic copy of the **AAP Journal** as proof of publication. Classified advertising fees must accompany the ad. All checks should be made payable to the Assessors' Association of Pennsylvania (AAP) and mailed to the address below.

Please make all checks payable to AAP.

Contracts, Artwork and General Questions

All advertising contracts, ad artwork and any questions should be directed to Executive Director Terry Cochran tcochran@pacounties.org.





2026 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 _____ Email _____

Company website _____

Contact Person's Name and Title _____

Contact Person's Signature _____

Ad Space Reservation

Please indicate the ad size you are purchasing. See previous page for correct sizes.

_____ 1/2 page @ \$1,500 annually

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

_____ 1/8 page @ \$500 annually

_____ Yes, we would like our ad hotlinked to our website.

Return with payment and advertising copy to:

AAP

Attn: Terry Cochran

AAP Journal

PO Box 60769

Harrisburg, PA 17106-0769

tcochran@pacounties.org

If advertising for the full year, the deadline for your 2026 advertising contract is November 19.

2026 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 2026—Please submit article by December 6, 2025
- ☐ April 2026—Please submit article by March 7, 2026
- ☐ July 2026—Please submit article by June 6, 2026
- ☐ October 2026—Please submit article by September 5, 2026

AAP receives numerous article submissions and requests throughout the year. AAP cannot include every request received, but each request will be given equal consideration. 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 the *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, Executive Director
PO Box 60769
Harrisburg, PA 17106-0769
tcochran@pacounties.org