



October 2023

We are pleased to offer you the opportunity to advertise in the 2024 Assessors' Association of Pennsylvania's digital publication, the **AAP Journal**.

This publication is shared statewide with county assessment professionals 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!**

We also invite your firm to think about writing for the **AAP Journal**. Enclosed is an article solicitation form should you wish to submit an 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 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 contact Executive Director Terry Cochran at (717) 736-4734 or tcochran@pacounties.org. **We do need to know your intentions for 2024 by November 17, 2023.**

Remember, over 600 assessment professionals 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 opportunity!



AAP Journal Advertising

Assessors' Association of Pennsylvania

The AAP is an affiliate of the
County Commissioners
Association of Pennsylvania

2024 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. Call 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 600 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.

SPECS

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.

CLOSING DATES AND CANCELLATION POLICY

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

WINTER 2024

Publication: January
Deadline: December 6, 2023

SPRING 2024

Publication: April
Deadline: March 6

SUMMER 2024

Publication: July
Deadline: June 6

FALL 2024

Publication: October
Deadline: September 6

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 Questions

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





2024 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 2024 advertising contract is November 17.

2024 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 2024—Please submit article by December 6, 2023
- April 2024—Please submit article by March 6, 2024
- July 2024—Please submit article by June 6, 2024
- October 2024—Please submit article by September 6, 2024

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

(717) 736-4734

tcochran@pacounties.org