

## Advertising Rate Sheet

You are invited to participate as an advertiser in "**The Appriser**" the official newsletter of the Texas Association of Appraisal Districts, Inc. (TAAD). TAAD publishes and distributes "**The Appriser**" to association members and subscribers (a circulation of 2,250+ per issue) ten times a year. In addition, each issue of "**The Appriser**" is posted on the TAAD web site and advertisers that contract for 6 or more issues will receive a free home page online the TAAD web site: [www.taad.org](http://www.taad.org) This gives you the opportunity to market your products and/or services to an unlimited audience.

**Ad Policies, Dimensions & Rates:** Rates published below are for:

► **Advertising Copy** – Must submit a hard copy of each advertisement PLUS a digital file designed in Quark Express, PageMaker or a .pdf file. In-Design software may be used; however, call first for software version verification (512/467-0402). No advertisements will be accepted that are designed in PowerPoint, Word, WordPerfect, or MS Publisher or with bleeds.

► **Ink:** Black & White. Second Color: Red (PMS #485) no additional charge.  
4-Color: Space rate plus \$300 per insertion.

► **Deadlines:** (Except for classified advertisements)

Issue	Deadline	Issue	Deadline
January/February	November 1 <sup>st</sup>	July/August	May 1 <sup>st</sup>
March	December 1 <sup>st</sup>	September	July 1 <sup>st</sup>
April	February 1 <sup>st</sup>	October	August 1 <sup>st</sup>
May	March 1 <sup>st</sup>	November	September 1 <sup>st</sup>
June	April 1 <sup>st</sup>	December	October 1 <sup>st</sup>

► **Payment:** First payment is due upon submission of advertisement. Subsequent insertions will be invoiced and payable upon receipt.

► **Pricing:** Prices quoted herein are per insertion and for advertising space only and does not include service charges. Service charge is \$90/hour (one hour minimum).

Space and Size (w" x h")	1x	3x Price per insertion	6x Includes a TAAD 6 month online home page. Price per insertion	10x Includes a TAAD 12 month online home page. Price per insertion
Inside Front Cover – 7.25" x 10"	\$400.00	\$375.00	\$350.00	\$325.00
Inside Back Cover – 7.25" x 10"		(\$1,125 Total)	(\$2,100 Total)	(\$3,250 Total)
Full Page – 7.25" x 10"	\$300.00	\$275.00	\$250.00	\$225.00
		(\$825 Total)	(\$1,500 Total)	(\$2,250 Total)
Half Page – Vertical – 3.5" x 10"	\$200.00	\$175.00	\$150.00	\$125.00
Horizontal – 7.25" x 4.75"		(\$525 Total)	(\$900 Total)	(\$1,250 Total)
Quarter Page - 3.5" x 4.75"	\$150.00	\$125.00	\$100.00	\$75.00
		(\$375 Total)	(\$600 Total)	(\$750 Total)

- **Classified ads** are available at a rate of .50 per word - \$50.00 minimum.
- Classified ads must be submitted no later than by the 5<sup>th</sup> of the prior month of publication.
- The Appriser will also be posted on the TAAD web site: [www.taad.org](http://www.taad.org)

# Texas Association of Appraisal Districts, Inc. (TAAD)

## Advertising Contract

<b>Company Name:</b>		
<b>Contact Name:</b>		
<b>Mailing Address:</b>		
<b>City/State/Zip Code</b>		
<b>Daytime Phone:</b> (    )	<b>Fax Number:</b> (    )	<b>E-mail Address:</b>

**Advertisement Size**  
(width x height)  
**Per Insertion Price**  
and (total amount):  
(Advertisers contracting  
for 6 issues or more  
will receive a free home  
online the TAAD web  
site. 6x = 6 months or  
10x = 12 months.)

- Inside Front Cover 7.25" x 10"**  
1 insertion: \$400    3x - \$375(\$1,125)    6x - \$350(\$2,100)    10x - \$325(\$3,250)
- Inside Back Cover 7.25" x 10"**
- Full Page 7.25" x 10"**  
1 insertion: \$300    3x - \$275(\$825)    6x - \$250(\$1,500)    10x - \$225(\$2,250)
- Half Page Vertical 3.5" x 10"**       **Half Page Horizontal 7.25" x 4.75"**  
1 insertion: \$200    3x - \$175(\$525)    6x - \$150(\$900)    10x - \$125(\$1,250)
- Quarter Page 3.5" x 4.75"**  
1 insertion: \$150    3x - \$125(\$375)    6x - \$100(\$600)    10x - \$75(\$750)
- Classified Ad**  
Number of Words: \_\_\_\_\_ @ .50 per word = \$ \_\_\_\_\_ (\$50 minimum)  
Submission Deadline: No later than by the 5<sup>th</sup> of the proceeding month of publication.

**Advertisement Insertion Reservation:**

Ad Insertion	Issue	Submission Deadline
	January/February	November 1 <sup>st</sup>
	March	December 1 <sup>st</sup>
	April	February 1 <sup>st</sup>
	May	March 1 <sup>st</sup>
	June	April 1 <sup>st</sup>
	July/August	May 1 <sup>st</sup>
	September	July 1 <sup>st</sup>
	October	August 1 <sup>st</sup>
	November	September 1 <sup>st</sup>
	December	October 1 <sup>st</sup>

**Payment:**

First insertion payment is due upon submission of advertisement. Subsequent insertions will be invoiced after publication and payable upon receipt.

Total Amt. Due: \$ \_\_\_\_\_

Amt. Remitted: \$ \_\_\_\_\_

Balance Due: \$ \_\_\_\_\_

**Remit to:**                      Texas Association of Appraisal Districts, Inc.  
7701 North Lamar, Suite 315  
Austin, Texas 78752

**Contact:**                      Janet H. Morrow, CMP  
Director of Administration  
Texas Association of Appraisal Districts, Inc.  
Telephone: (512) 467-0402 Fax: (512) 452-0427  
E-mail: Jmorrow@taad.org