

TEXAS ASSOCIATION OF APPRAISAL DISTRICTS, INC.

Newsletter Advertising Rate Sheet

*Interested in getting your company, products and/or services advertised to the entire property tax industry? If so, you are invited to advertise in “**The APPRISER**,” official newsletter of the Texas Association of Appraisal Districts, Inc. (TAAD).*

Circulation Information:

TAAD will email “**The APPRISER**” to association members and subscribers (a circulation of 2,250-plus per issue) six times a year. In addition, each issue of “**The APPRISER**” is posted on the TAAD web, giving you an unlimited audience and opportunities to market your products and/or services.

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

▶ **Advertising Copy** – 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). No advertisements will be accepted that are designed in PowerPoint, Word, WordPerfect, or MS Publisher or with bleeds.

▶ **Publication Submission Deadlines:**

Issue	Deadline	Issue	Deadline
January/February	January 8	July/August	July 1
March/April	March 1	September/October	September 1
May/June	May 1	November/December	November 1

▶ **Payment:** Full payment is due upon submission of contract and advertisement.

▶ **Pricing:** Prices quoted herein are per insertion and for advertising space only.

Space and Size (w” x h”)	1x	3x Price per insertion/Total	6x Price per insertion/Total
Inside Front Cover – 7.25” x 10”	\$600	\$550 (\$1,650 total)	\$500 (\$3,000 total)
Inside Back Cover – 7.25” x 10”	\$500	\$475 (\$1,425 total)	\$425 (\$2,550 total)
Full Page – 7.25” x 10”	\$400	\$375 (\$1,125 total)	\$325 (\$1,950 total)
Half Page – Vertical – 3.5” x 10” Horizontal – 7.25” x 4.75”	\$300	\$275 (\$825 total)	\$225 (\$1,350 total)
Quarter Page - 3.5” x 4.75”	\$250	\$225 (\$675 total)	\$175 (\$1,050 total)