Why Advertise with MAA?

"The Michigan Assessor" magazine is the official publication of the Michigan Assessors Association. The Michigan Assessor has been published continuously, twelve times-a-year, since 1959. It is published and mailed to over 1,300 property tax professionals in Michigan in both print and electronic formats.

The Michigan Assessor serves up a variety of topical articles pertaining to:

- Property Tax Administration
- Appraisal Theory and Techniques
- Appraisal Tools and Emerging Technologies
- Management And Employee Development
- Legislative Issues
- Michigan State Tax Commission Bulletins
- Court Decisions
  - Michigan Tax Tribunal
  - Michigan Court of Appeals
  - Michigan Supreme Court

Readership of The Michigan Assessor is made up of:

- City Assessors
- Township Supervisors and Assessors
- Local Government Officials
- Educators and Educational Institutions
- State Legislators
- Property Appraisers
- Attorneys

MAA members purchase or influence the purchase of computer hardware and software, choose or influence the choice of consultants, appraisal services, purchase manuals and other publications, and are interested in continuing education and professional development.

The Michigan Assessor is an internationally recognized publication and twelve time recipient of the International Association of Assessing Officer’s John A. Zangerle Award.
Michigan Assessors Association
Advertising Media Kit

The Michigan Assessors Association has the most economical advertising rates for a publication of its size and circulation than any comparable professional trade magazine or website.

**MAA Website Advertising (WebPlus)**

Employment/Request for Proposal advertisements are posted to the MAA Website for 30 days, *(or less depending on the stated applications deadline).* Advertisements are usually posted within one business day following the day of receipt.

All Website advertisements are emailed to the MAA membership on the Friday following the Website posting. Emailed advertisements are not exclusive to the advertiser and may be sent with descriptions from other advertisers. For an exclusive email advertisement or targeted email date, a 50% service fee will be added. All fees are based on the number of positions and/or description in an advertisement.

**WebPlus Advertising Rates**

<table>
<thead>
<tr>
<th></th>
<th>Gov./Education/Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 Words or less</td>
<td>$150.00</td>
<td>$200.00</td>
</tr>
<tr>
<td>500+ Words</td>
<td>Add 10% for each additional 500 words</td>
<td></td>
</tr>
<tr>
<td>Multiple Ads or Descriptions</td>
<td>$25 discount on each additional advertisement</td>
<td></td>
</tr>
<tr>
<td>Exclusive/Targeted Email Date</td>
<td>Add 50% for targeted or exclusive email</td>
<td></td>
</tr>
</tbody>
</table>

1 Ads may be extended to a full 30 day posting if original post period was less than 30 days, at no additional cost
2 All fees are based on the number of positions and/or descriptions advertised.
3 This is the maximum number of words allowed in an emailed advertisement.
4 MAA reserves the right to edit/abbreviate/summarize emailed advertisements exceeding the 500-word maximum email limit.
5 The $25.00 discount is applied to additional descriptions or advertisements appearing during the same schedule.

**Magazine Advertising (The Michigan Assessor)**

The Michigan Assessor magazine is a monthly publication. All ads should be sent to the Editor by the 5th of the month prior to the month of the issue to which it is to appear (i.e. June 5th for the July issue).

Advertising Campaigns are multi-month advertisement runs. Advertisers may submit multiple versions of advertisements to be rotated during the run of the campaign at no additional cost (see rate discounts for advertising campaigns below). Advertisements may be placed monthly, bi-monthly or on any monthly schedule requested.

**Magazine Advertising Rates**

<table>
<thead>
<tr>
<th></th>
<th>Gov./Education/Member Rates</th>
<th>Non-Member Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$225.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$150.00</td>
<td>$225.00</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$100.00</td>
<td>$150.00</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$50.00</td>
<td>$75.00</td>
</tr>
</tbody>
</table>

**Advertising Campaign Discounts**

5% discount for 6-month campaign *(advance payment)*
10% discount for 12-month campaign *(advance payment)*

1 Employment Opportunities published in the magazine, will also appear on the MAA’s web site during the month of the issue’s publication at no additional cost. All fees are based on the number of positions and/or descriptions advertised.

All advertising fees will be billed via invoicing upon advertising receipt and scheduling.

Payments are due within 30 days of invoicing and subject to a 1.5% fee per month after initial billing date.
Advertising Sizes and Configurations

MAA will design and configure employment ads based on Ad copy and font size to determine final Ad size.

Advertise Layouts

- Full Page (without bleeds)
- Full Page (with bleeds)
- 1/2 Page
- 1/4 Page
- 1/8 Page
- 1/4 Page
- 1/8 Page
- 1/2 Page

Additional configurations available upon request.

Advertisement Dimensions

<table>
<thead>
<tr>
<th>Trim Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5” x 11”</td>
<td></td>
</tr>
<tr>
<td>Bleeds</td>
<td>Add at least .125” to all sides</td>
</tr>
<tr>
<td>Live Area</td>
<td>Keep readable content at least .125” from trim</td>
</tr>
<tr>
<td>Full Page (without bleeds)</td>
<td>7.25” x 9.75”</td>
</tr>
<tr>
<td>Full Page (with bleeds)</td>
<td>8.75” x 11.25”</td>
</tr>
<tr>
<td>Half Page (horizontal)</td>
<td>7.00” x 4.50”</td>
</tr>
<tr>
<td>Half Page (Vertical)</td>
<td>3.50” x 9.25”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.50” x 4.50”</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>3.50” x 2.00”</td>
</tr>
</tbody>
</table>

Additional Advertisement Opportunities

- MAA Affiliated organizations receive a 10% discount on advertisements appearing in The Michigan Assessor.
- MAA Affiliated organizations may submit event and meeting dates on the MAA Website’s Calendar of Events free of charge.
- Non-profit education institutions - first 1/8 page ad free.

Print and Electronic
Advertisement Policies

GUARANTEED AD POSITION
Add 15%

ADVERTISEMENT FILES
Email: maamediaservices@comcast.net
Phone: 734-942-1324
Ad copy: Microsoft Word or PDF files. Do not send scanned images of ad copy.
Color: CMYK or RGB
Images: Minimum 300 dpi
Image Formats: jpg, jpeg, png

APPROVAL
The Michigan Assessors Association (MAA) reserves the right to reject any advertisement or its content. Advertisers and advertising agencies assume liability for all content and agree to hold the MAA Association harmless for any and all claims for such advertisements, including but not limited to tort, copyright, photographic or trademark actions. If an advertisement is refused during the agreement period, the advertiser agrees that the MAA is authorized to substitute, without notice, the last advertisement of the advertiser unless replacement material is sent to the MAA Editor.

PAYMENT
Advertising charges are due and payable upon invoicing. A 1.5% fee per month will be added 30 days after invoicing, unless prior arraignments have been made with MAA.

PAYMENT LIABILITY
MAA reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment of invoices.