



We are the nation's largest professional association of real estate appraisers. The Appraisal Institute is a global professional association of real estate appraisers, with over 17,000 professionals in almost 50 countries throughout the world.

# MEDIA KIT

## 2024

**Connect  
with today's leaders  
in property valuation**

[appraisalinstitute.org](https://appraisalinstitute.org)



### **Valuation magazine**

Print magazine mailed to 13,500 Appraisal Institute professionals.



### **Valuation digital**

Digital magazine emailed to 24,000 valuation professionals.



### **Appraiser News Online**

Digital weekly newsletter sent to over 26,235 subscribers interested in the valuation profession.



### **Residential Update**

Digital monthly newsletter sent to 6,146 subscribers interested in the valuation profession.



### **Website ads**

Advertise on Appraisal Institute's brand new website! Display ads are featured on some of the most popular pages.



### **Career Center**

Exclusive online resource for candidates in the Real Estate Appraisal Industry.



### **Face Value Podcast**

The official podcast of the Appraisal Institute! Featuring appraisal trends, news, association updates and more.

## **Your tools to connect with the Appraisal Institute**

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# Valuation magazine

The Appraisal Institute's quarterly magazine is mailed to over 14,000 AI professionals. Valuation magazine delivers the stories behind the headlines:

- Timely and informative articles on trends in real estate valuation.
- Ongoing coverage of important legal issues affecting valuation professionals.
- Insight into the business of valuation.

## 2024 PRINT ADVERTISING RATES

Ad	1x	2x
Full page	\$3,950	\$3,500
Half page	\$2,300	\$2,200
Two-page spread	\$6,680	\$6,000
Inside front cover	\$5,290	\$4,600
Inside back cover	\$5,050	\$4,440
Back cover	\$6,400	\$5,770



# Valuation magazine

(editorial calendar)

## 2024 CALENDAR

Issue	Ad space closes	Ad material due	Mail out date
Spring	February 26	March 8	April 12
Summer	May 24	June 7	July 12
Fall	August 26	September 9	October 11
Winter	November 21	December 9	January 17

### SEND EDITORIAL INQUIRIES TO:

Jay Schneider, Executive Editor

[jschneider@appraisalinstitute.org](mailto:jschneider@appraisalinstitute.org) 312-335-4459





# Valuation magazine

## (specs)

Ads must be sized according to these requirements. The publisher reserves the right to reject ads or, when possible, to resize materials and to charge for those services involved if the correctly sized ad is not provided by the materials deadline.

All images must be CMYK or Grayscale EPS or JPG files with a minimum resulting resolution of 300 DPI. Adobe PDF format using the PDF/X-1a:a2001 specification is preferred.

Do not position critical elements (particularly text) within one half inch of trim size. Printer requires one half inch on all sides for bleed.

**DO NOT INCLUDE CROP MARKS FOR THIS PUBLICATION.**

### AD SIZES (Inches)

Two-page spread full bleed	17.75" x 11.875"
Two-page spread no bleed	16.75" x 10.875"
Full page/full bleed	8.375" x 11.875"

#### FULL PAGE

Inside front  
Inside back

#### Trim Size:

8.375" x 10.875"

#### Bleed Size:

9.375" x 11.875"

#### BACK COVER

#### Trim Size:

8.375" x 7"

#### Bleed Size:

9.375" x 7.5"

#### FULL PAGE

#### Trim Size:

8.375" x 10.875"

#### Bleed Size:

9.375" x 11.875"

#### 1/2 PAGE

(horizontal)

6.875" x 4.875"

#### 2-PAGE SPREAD

**Trim Size:** 16.75" x 10.875"


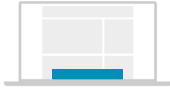
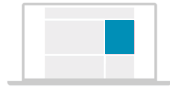
**Bleed Size:** 17.75" x 11.875"



# Valuation magazine

(digital edition)

The digital edition is sent quarterly via email to over 24,000 valuation professionals and individuals.

AD TYPE	SIZE	SOLE	SPECS
Leaderboard 	960 × 90	\$600	<ul style="list-style-type: none"><li>• Supported media type: .jpg, .gif</li><li>• Support for JavaScript ad tags</li><li>• Ad tag must work in an iFrame</li><li>• Ability to link to a URL</li></ul>
	728 × 90	\$500	
Floor Ad 	320 × 50	\$600	<ul style="list-style-type: none"><li>• Supported media type: .jpg, .gif</li><li>• Support for JavaScript ad tags</li><li>• Ad tag must work in an iFrame</li><li>• Ability to link to a URL</li></ul>
	300 × 50	\$500	
Table of Contents Rectangle 	300 × 250	\$500	<ul style="list-style-type: none"><li>• Supported media type: .jpg, .gif</li><li>• Support for JavaScript ad tags</li><li>• Ad tag must work in an iFrame</li><li>• Ability to link to a URL</li></ul>

■ **37,327**  
Page Views

■ **6**  
Minutes

**Average metrics  
per issue**



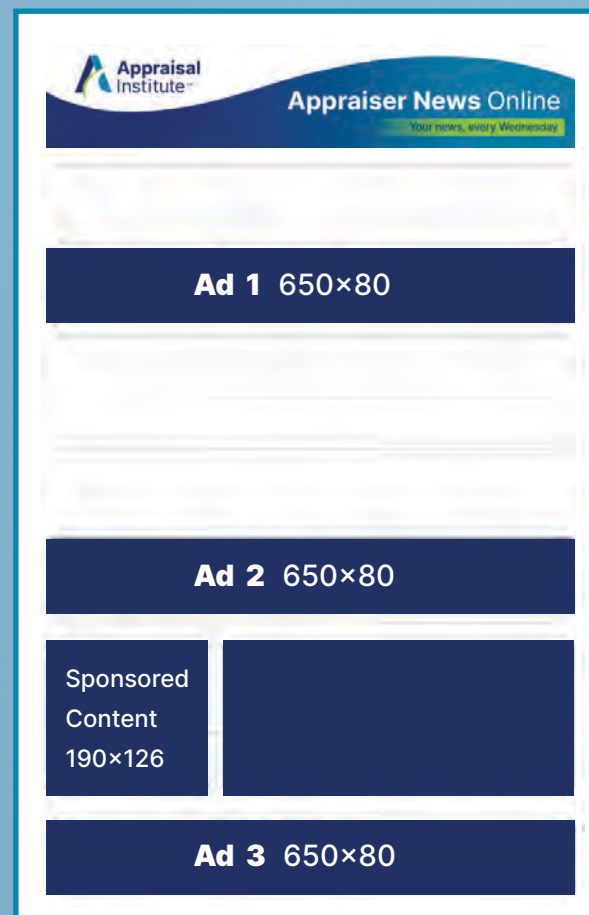


# Appraiser News Online

This award-winning, digital newsletter is our most popular publication. It is delivered weekly, offering a comprehensive selection of timely and important news items, reports and trends that affect the valuation profession.

POSITION	SPECS	RATES
Ad 1	650 × 80	\$480
Ad 2	650 × 80	\$400
Ad 3	650 × 80	\$360
Sponsored Content 50 word body copy 50 character headline	190 × 126	\$1000

\*Limited availability



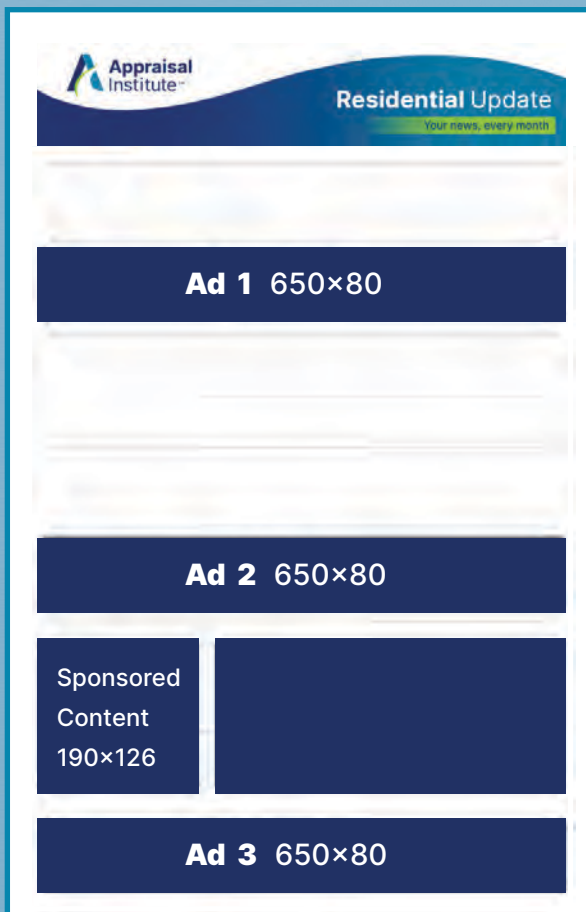
■ **26,000+**  
Distribution

■ **38.06%**  
Open Rate

■ **6.08%**  
Click Through

**Average metrics per issue**





# Residential Update

This award-winning digital newsletter is delivered monthly and recaps the most important issues in the residential real estate valuation profession.

POSITION	SPECS	RATES
Ad 1	650 × 80	\$250
Ad 2	650 × 80	\$225
Ad 3	650 × 80	\$200
Sponsored Content 50 word body copy 50 character headline	190 × 126	\$800

\*Limited availability

■ **6,100+**  
Distribution

■ **49.7%**  
Open Rate

■ **9.64%**  
Click Through

**Average metrics per issue**



# Appraisal Institute website ads

Advertise on Appraisal Institute's brand new website! Our new site is more accessible and user-friendly than ever, featuring enhanced functionality and search tools.

**Appraisal Institute's website generated over 7 million page views in 2023.**

## 2024 WEB ADVERTISING RATES

Website Category (Main Page)	Position	Rate Per Month	Page Views
Education	1100 × 130	\$400	69,513
Join the Appraisal Institute	1100 × 130	\$250	NEW
Professional Practice	1100 × 130	\$250	3,289
News	1100 × 130	\$250	3,633
Advocacy	1100 × 130	\$250	1,252
Who We are and What We Stand For	1100 × 130	\$250	NEW
Career Center	728 × 90	\$250	54,351

**Positions available in key sections, can be selected based on most relevant content.**



# Career Center

Find the Best and Brightest Talent! The Appraisal Institute's Career Center is the exclusive online resource for candidates in the Real Estate Appraisal Industry. The system offers an extensive resume database and powerful, user-friendly searching capabilities that allow you to find the candidates that you need to meet your recruitment goals.

## Site Statistics

■ **263**  
Searchable Resumes

■ **1,021**  
Average Monthly Visitors

■ **1,321**  
Average Monthly Visits

■ **4,038**  
Average Monthly  
Page Views

■ **879**  
Average Views  
Per Job

## CAREER CENTER FOR APPRAISERS PRODUCTS AND RATES

	AI Price	Non-AI Price	Job Postings	Days Online	Resume Access	Use Within
Single 30-day Internship Job Posting	\$50	\$50	1 Job	30 Days	YES	29 Days
Single 30-day Online Job Posting Package	\$200	\$275		30 Days	YES	30 Days
Three 30-day Online Job Posting Packages	\$550	\$750	3 Jobs	30 Days	YES	1 Year
Five 30-day Online Job Posting Packages	\$950	\$1300	5 Jobs	30 Days	YES	1 Year
Ten 30-day Online Job Posting Packages	\$1950	\$2680	10 Jobs	30 Days	YES	1 Year
Resume Access	FREE	\$275				
Social Recruiting	\$125	\$125				
Featured Job	\$100	\$175				
Digital Job Video presented by Digi-Me	\$200	\$200				

## Employer Resources:

- Easy Online Job Listing Management
- Targeted Advertising
- Full Resume Access
- Job Activity Reports
- Advertising Enhancements
- Email Notifications
- Member Discounts





# Face Value Podcast

**New Advertising Opportunity - Face Value Commercial! \$200**

1 episode commercial includes 15 seconds at the beginning of the podcast

**NEW EPISODES MONTHLY**

**EPISODES post the week of the  
20th each month**

**\*date subject to change**

■ **8,343**  
Total Plays

■ **594**  
Total Followers

**The Appraisal Institute thanks you for your business.  
Advertising policy is as follows:**

The Appraisal Institute accepts advertising from individuals, associates, corporate and governmental entities and others, which is consistent with our regulations, bylaws and mission. Ads placed by members or member firms promoting appraisal, valuation and related services are subject to review and must be consistent with the Appraisal Institute's overall policy objectives. All ads are subject to editorial and legal review. The Appraisal Institute reserves the right to deny advertising to any party at its sole discretion.



For more information  
regarding advertising requests,  
packages, or related questions, please contact:  
**[marketing@appraisalinstitute.org](mailto:marketing@appraisalinstitute.org) • 312-335-4483**