

MEDIA  
KIT

The National Association of Appraisers

# appraiserfocus

magazine



# Mission

*Appraiser Focus* magazine's mission is to provide a forum for appraisers to discuss issues affecting the profession. Our goal is to provide our readership with insight into this ever-changing sector through our quarterly publication. We do so by providing our audience with thoughtful and educational articles authored by prominent members in the space who offer knowledgeable commentary based on their personal experiences and professional expertise.

# Distribution

Readers of *Appraiser Focus* work in all areas of the appraising profession. As a nationally distributed publication, our readers look to the magazine for up-to-date and valuable information relevant to the profession as a whole.

*Who reads  
Focus?*

**READERSHIP:  
16,000**



**Real estate appraisers**

85%



**Personal property appraisers**

5%



**Industry-related service providers**

10%

# Advertising

QUARTER PAGE	\$300
HALF PAGE	\$600
FULL PAGE	\$1,000
INSIDE FRONT COVER	\$1,250
INSIDE BACK COVER	\$1,250
PAGE 1	\$1,250
BACK COVER	\$1,250

# Need Design?

If you need help creating your ad, our team will work closely with you to make your vision a reality.

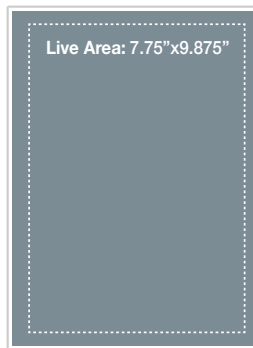
QUARTER PAGE ad design	\$75
HALF PAGE ad design	\$100
FULL PAGE ad design	\$150

# Specs

- Live area on all bleed ads should be at least ½ in (13mm) from the trim edge.
- Images submitted in RGB color will be converted to CMYK. There is no CMYK equivalent for many RGB colors.
- File name must include advertiser company and the month the ad is running.

MATCHES WILL BE AS CLOSE AS POSSIBLE.

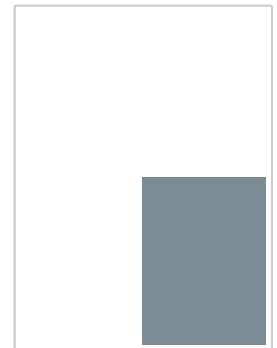
- For best print quality, digital images used in the PDF file should have a resolution of 300dpi or higher and all fonts should be embedded.
- We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications.



Full Page with Bleed  
8.75"x11.125"



1/2 Page Horizontal  
7.25"x4.5"



1/4 Page Vertical  
4.5"x3.75"

**Final Trim Size 8.5"x10.875" Bleed 0.125" on all sides**



**Appraiser Focus advertisers will also be listed on the resources page of [naappraisers.org](http://naappraisers.org) and will get a free ad on our website.**

# Write for Us

*Appraiser Focus* is always looking for dedicated appraisers who care about the future of this profession. We are on the hunt for hardworking, forward-thinking professionals who are interested in contributing to our magazine's coverage of the appraisal world.

We need insightful commentary from people who are passionate their work. If you have specialized knowledge or insight to share, we'd love to work with you to craft an article that speaks to your peers in the space. Whatever your area of expertise, we'll help you convey your message about how we can work together to advance this profession.

Contact us to get involved. We'll help shape your concept and reserve a space for your article in a future issue.

Contact: [Jessicalinn22@gmail.com](mailto:Jessicalinn22@gmail.com)

\* Cancellation of previously contracted ads must be made in writing no less than 15 business days prior to the published space close date. All cancellations will be subjected to a fee of 30% of the remaining contracted issues not fulfilled.

\* If you are running an extended contract and fail to meet the meet material deadline, AF will use your most recent artwork.