

# ASA ADVERTISING OPPORTUNITIES

## ASA WEB SITE BOX ADS

The ASA Web site is visited each day by members and potential customers looking for information, referrals, employment and educational opportunities. Tap into this market by having your advertisement placed prominently on an ASA Web site page. Ads should be RGB, in jpeg, png or gif format (see specs and rates below). For more information, contact Andrea Burkhart at [aburkhart@appraisers.org](mailto:aburkhart@appraisers.org) or (703) 733-2111.

WEB SITE AD RATES & SPECIFICATIONS			
Web Site Page/Size	1 Month	6 Months	12 Months
ASA Home Page 127 pixels wide x 153 pixels high	\$400	\$1,500 (\$250 per month)	\$2,400 (\$200 per month)
Discipline Home Page 127 pixels wide x 153 pixels high	\$300	\$1,200 (\$200 per month)	\$1,800 (\$150 per month)

## ASA PROFESSIONAL ONLINE

ASA Professional Online is ASA's electronic member publication, reaching over 5,000 members in all disciplines. PDFs are the preferred ad format, minimum 150 dpi. For deadlines and additional information, please contact Andrea Burkhart at [aburkhart@appraisers.org](mailto:aburkhart@appraisers.org) or (703) 733-2111.

AD RATES & SPECIFICATIONS				
Ad Size	Member Rate	Nonmember Rate	Width	Height
Full Page	\$1,100 per issue	\$1,250 per issue	7"	9.5"
½ Page	\$750 per issue	\$950 per issue	7"	5"

## FASTREAD E-NEWSLETTER

FastRead is ASA's electronic newsletter, e-mailed to over 5,000 members twice a month. Advertisements can be up to a maximum of 300 words. Please send ads to Andrea Burkhart at [aburkhart@appraisers.org](mailto:aburkhart@appraisers.org). For more information, call (703) 733-2111.

### RATES

Members: \$775\* per issue/Nonmembers: \$1,000\* per issue

\*For an additional \$50, your ad will be linked to your Web site.

## JOB BANK

ASA's Job Bank is the premier electronic recruitment resource for the appraisal profession. Here, employers and recruiters can access the most qualified talent pool with relevant work experience to fulfill staffing needs. To advertise, go to [www.asajobbankonline.org](http://www.asajobbankonline.org).