

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 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	\$300	\$900 (\$150 per month)	\$1,200 (\$100 per month)
Discipline Home Page 127 pixels wide x 153 pixels high	\$200	\$750 (\$125 per month)	\$900 (\$75 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 or (703) 733-2111.

AD RATES & SPECIFICATIONS				
Ad Size	Member Rate	Nonmember Rate	Width	Height
Full Page	\$200 per issue	\$225 per issue	7"	9.5"
½ Page	\$150 per issue	\$175 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. For more information, call (703) 733-2111.

RATES

Members: \$125*per issue / Nonmembers: \$150*per issue

*For an additional \$25, 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.