



**Appraisal
Institute**™

MEDIA KIT

2025

The Appraisal Institute is the leading professional association of real estate appraisers. Our community includes real estate appraisers and property analysts who provide valuation-related services to mortgage lenders, financial institutions, government agencies, attorneys, financial planners and others.

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

appraisalinstitute.org



Valuation Magazine

Print magazine mailed to over 13,000 Appraisal Institute Members.



Valuation Digital

Digital magazine emailed to over 25,000 valuation professionals.



Appraisal Now

Digital weekly newsletter sent to over 25,000 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.



Face Value Podcast

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



Leadership Development Advisory Council

May 14-16, 2025
Washington, DC

Your tools to connect with the Appraisal Institute



Valuation magazine

The Appraisal Institute's recently designed quarterly magazine is mailed to over 13,000 AI Members.

- **Invigorated Content:** We've aligned our content with the needs of appraisers.
- **Dedicated Columns:** Explore our new residential and commercial columns, crafted to address unique stories affecting all our members.
- **Appraisal Community Focus:** Our refreshed departments, including Member Voices and Appraisal Community News, are designed to elevate your insights and experiences.
- **Engaging Design:** Enjoy our updated print and digital designs that make navigating our content easier and more enjoyable.

2025 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)

2025 CALENDAR

Issue	Ad space closes	Ad material due	Mail out date
Issue 1	February 13	February 26	March 9
Issue 2	May 9	May 28	June 9
Issue 3	August 14	August 27	September 9
Issue 4	November 11	November 27	December 8



Valuation magazine

(print edition 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"

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"

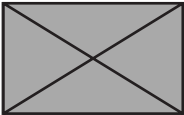
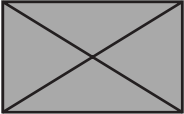
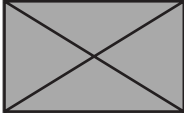
Bleed Size: 17.75" x 11.875"



Valuation magazine

(digital edition specs)

The digital edition is sent quarterly via email to over 25,000 valuation professionals and individuals.

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

■ **40,000**
Page Views

■ **6**
Minutes

Average metrics
per issue

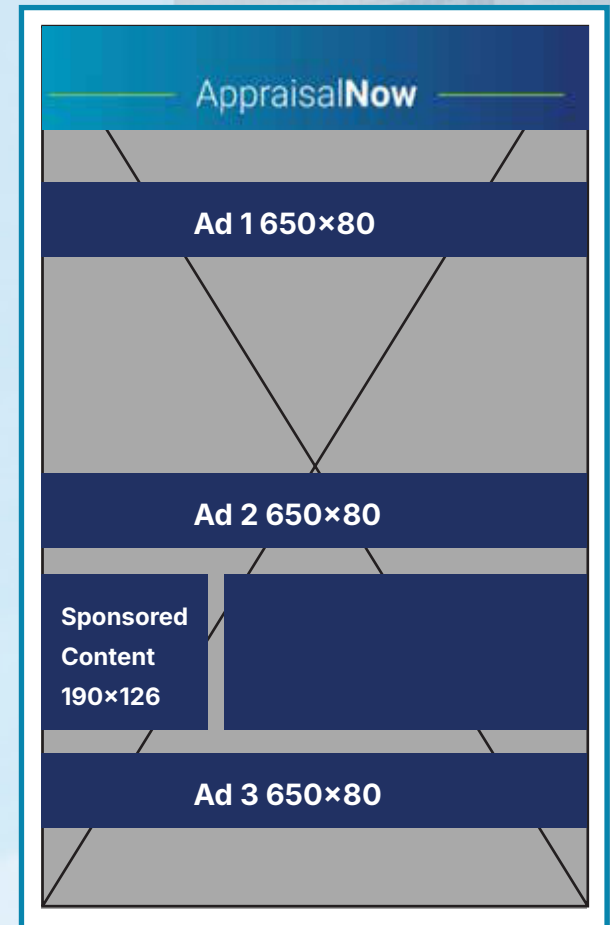


Appraisal Now

This revamped 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

Note: Column Limited



- **24,000+** Distribution
 - **38.06%** Open Rate
 - **6.08%** Click Through
- Average metrics per issue



Face Value Podcast

New Advertising Opportunity - Face Value Commercial! \$200

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

NEW EPISODES

EPISODES Posted Monthly

8,343
Total Plays

594
Total Followers



Leadership Development Advisory Council

**May 14-16, 2025
Washington, DC**

Opening General Session Sponsor - \$2,500

Closing General Session Sponsor - \$2,500

**Additional sponsorship opportunities
available upon request**

**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:

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