



AMERICAN ASSOCIATION OF PRIVATE LENDERS PRIVATE LENDER MAGAZINE // 2018 MEDIA KIT





PRIVATE LENDER MAGAZINE // AAPLONLINE.COM // 7509 NW TIFFANY SPRINGS PKWY, STE 200 // KANSAS CITY, MO 64153

913.888.1250 [ADVERTISING] // PRIVATELENDER@AAPLONLINE.COM [EDITORIAL]

KEY STATISTICS

The American Association of Private Lenders' Private Lender magazine targets today's entrepreneurs as well as the seasoned professionals. We strive to provide content that ambitious men and women will enjoy.

READER DEMOGRAPHICS

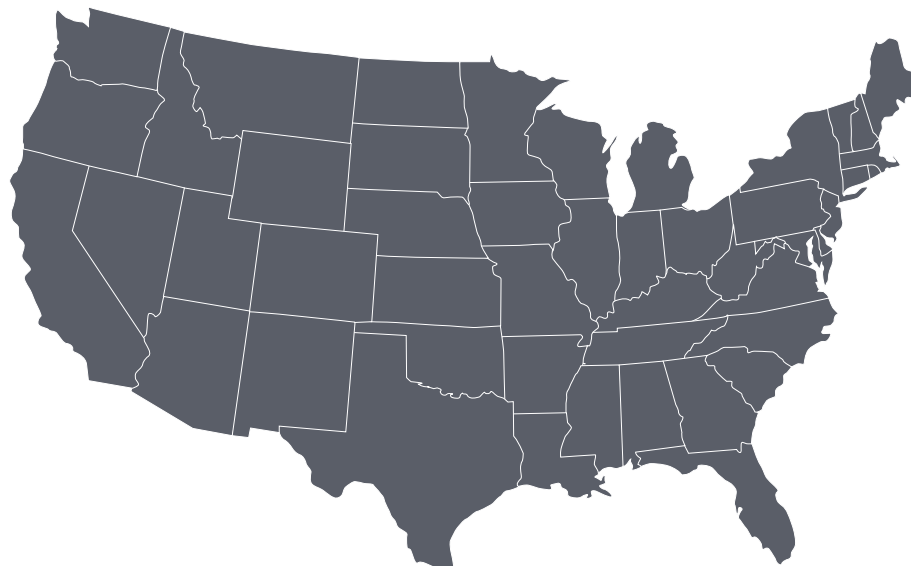
M/F: 72% MALE / 28% FEMALE

AGE RANGE: 25-44

AVERAGE AGE: 35

READERSHIP BY STATE

1. CALIFORNIA
2. TEXAS
3. NEW YORK
4. FLORIDA
5. PENNSYLVANIA



LIFETIME PRINT STATISTICS

2016 SUBSCRIBERS 2016: 1,600 **2016 DISTRIBUTION:** 1,000

2017 SUBSCRIBERS 2017: 5,200+ **2017 DISTRIBUTION:** 20,000+

// Private Lender launched a printed product July/August 2016

HOUSEHOLD INCOME

<\$50,000	18%
\$75,000-\$100,000	23%
\$100,000-\$150,000	24%
\$150,000-\$250,000	19%
\$250,000>	16%

INVESTING EXPERIENCE

Learning	30%
Novice	20%
Part-Time	20%
Full-Time	30%

LIFETIME DIGITAL STATISTICS FOR PRIVATE LENDER

Impressions	400,631
Reads	22,964

// Since December 18, 2012

TOP 5 PROFESSIONS READING PRIVATE LENDER

Private Lenders/Hard Money Lenders
Brokers
Fund Managers
Investors
Crowdfunders



WHILE MANY OTHER ARE RUNNING AWAY FROM PRINT, WE'RE EMBRACING IT TO GIVE OUR READERS ANOTHER RESOURCE FOR THE PRIVATE LENDING INDUSTRY.

AT OUR CORE

The American Association of Private Lenders (AAPL) provides on-line education, networking, and inspiration to people who want to successfully generate wealth through real estate.

Our goal is to cover all aspects of the national real estate market including; regulations & compliance, loan servicing, market conditions, insurance, small business marketing, appraisals, taxes - just to name a few.

Advertising with AAPL is an investment that will pay off with greater visibility that will help your bottom line. Don't wait to put your message in front of an exclusive collection of private lending professionals!

SEE WHICH KIND OF DEVICES PRIVATE LENDER READERS ARE USING:

Reading Devices



71%

Desktop



6%

Tablet



23%

Mobile

Social Media Landscape



1,760

Followers




2,185

Likes



1,000

Followers



PRIVATE LENDER OFFERS INFLUENCERS AND ENTREPRENEURS ALIKE SIGNIFICANT INSIGHTS AND INFORMATION SPECIFIC TO THE PRIVATE LENDING INDUSTRY.

PRINT ADVERTISING



EDITORIAL CALENDAR

ISSUE	SPACE CLOSE/RSVP DEADLINE	CONTENT DEADLINE	DIGITAL PUBLICATION DATE
January/February 2018	12/6/17	12/20/17	1/24/18
March/April 2018	1/31/18	2/14/18	3/14/18
May/June 2018	3/28/18	4/11/18	5/16/18
July/August 2018	5/23/18	6/13/18	7/18/18
September/October 2018	8/1/18	8/29/18	9/26/18
November/December 2018	10/3/17	10/24/17	11/14/18

PRINT ADVERTISING

STANDARD PLACEMENTS

	1x	3x	6x
Two-Page Spread*	\$4,000	\$3,600	\$3,200
Full Page*	\$2,500	\$2,000	\$1,600
1/2 Page	\$1,200	\$1,125	\$1,000
1/4 Page	\$600	\$540	\$480

*Advertorial Option Available

PREMIUM PLACEMENTS

	1x	3x	6x
Inside Front Cover	\$4,400	\$3,960	\$3,520
Inside Back Cover	\$4,400	\$3,960	\$3,520
Back Cover	-----	\$4,400	\$3,960

SUPPLEMENT //SPECIALTY

8 Page Supplement // Polybagged with Private Lender magazine print editions (per 5,000. \$250 for additional 1,000)	\$8,000
Belly Band (1-sided) // All copies wrapped around Private Lender magazine	\$4,000

PRINT FILE SPECIFICATIONS

We accept the following electronic files:

- » All fonts and graphic links must be included and all colors must be in CMYK mode
- » All colors must be converted to CMYK mode (no Spot, RGB or Pantone colors)
- » EPS files with fonts must be converted to outlines
- » PDF files at press-ready settings/compression (PDF/X-1a2001) export setting
- » Line art should be at least 600 dpi
- » Photos should be at least 300 dpi

Advertising materials not meeting the specifications outlined above and requiring additional prep work will be billed for the work performed.

PRINT FILE SPECIFICATIONS

- » Final magazine trim size: 8.375"x 10.5"
- » For bleed, add: .25" to outside

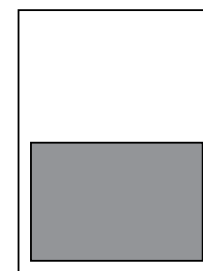
Note: Bleeds are only available on full page ads. An accurate color proof must be provided. We are not responsible for inaccuracies in color. Submissions that do not meet the file specifications will be returned for correction with the possibility of penalty fee and/or space forfeit.



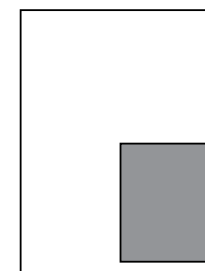
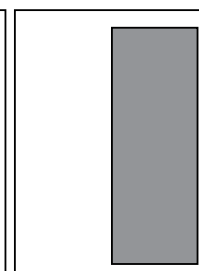
Two-page spread
16.75x10.5" + .25" bleed



Full page
8.375"x 10.5" + .25" bleed



1/2 page
Horizontal - 7.375" x 4.5"
Vertical - 3.75" x 10"



1/4 page
3.5" x 4.625"



TO HELP YOU DETERMINE WHICH PAID CHANNELS WILL WORK BEST FOR YOU BUSINESS, WE'VE CREATED A SNAPSHOT OF SOME OF THE OPTIONS THAT ARE AVAILABLE TODAY.

DIGITAL ADVERTISING

ADVERTISING OPTIONS

Event Calendar

- » Get the word out and target thousands of influential leaders in the private lending community.

\$35 ea.

AAPLAUSE: AAPL Member News & Updates

- » Half page or Full page Ad
- » Published four times a year. Only two spaces available per edition.

\$35 // \$70

Banner Ad (300x250px)

- » Placement Rotates
- » Responsive to all mobile devices

\$500 mo.

Sponsored Content

- » Educational article with contact information included

\$500 mo.

Leaderboard Ad (728x90px)

- » Placement Rotates
- » Desktop view only on Member Directory page

\$400 mo.

Host Webinar

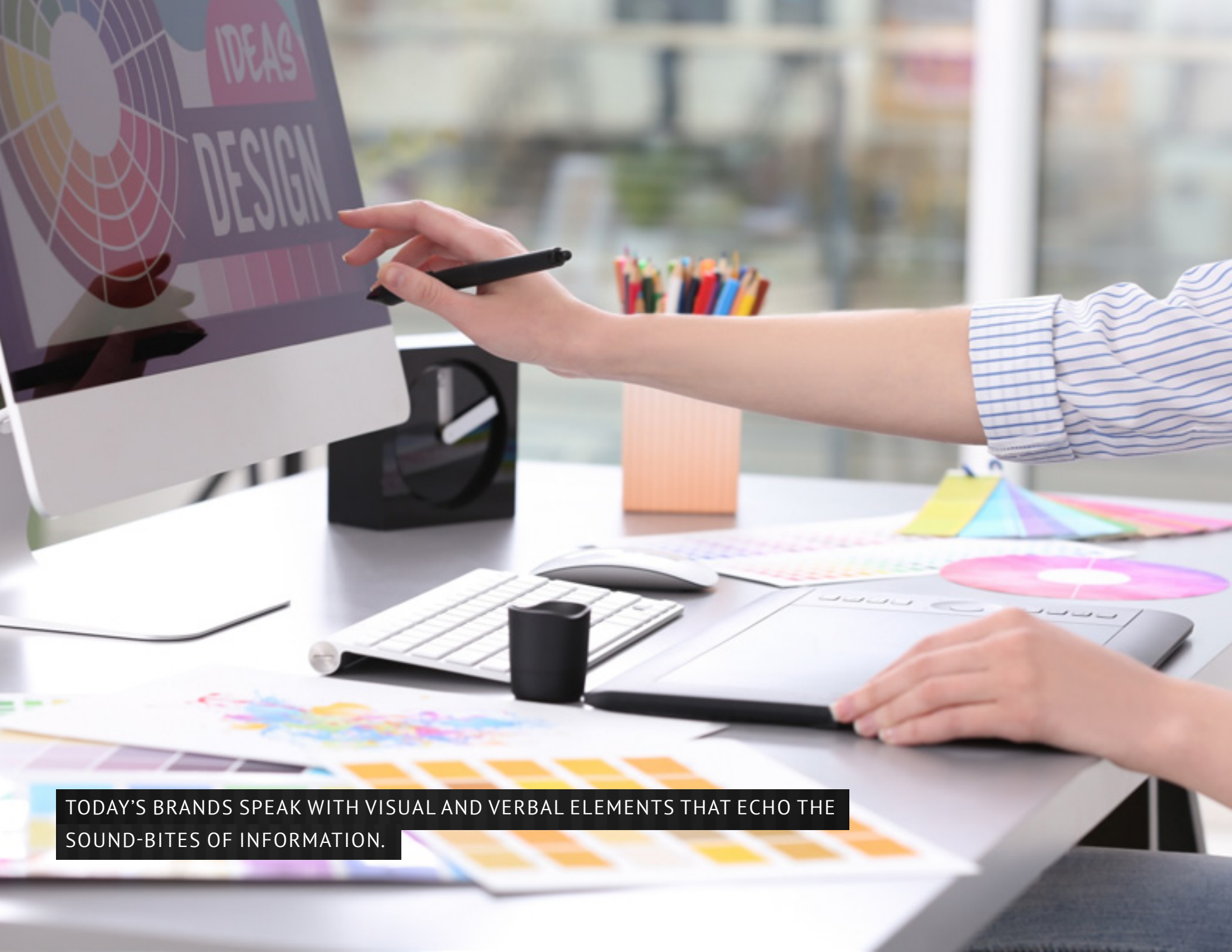
- » Host receives list of registrants with contact information
- » AAPL determines use for recording (public or exclusive) based on content

\$300 ea.

Private Lender Newsletter Ad

- » Leader Ad placed once bi-weekly newsletter
- » Only one ad space available per edition

\$350 ea.



TODAY'S BRANDS SPEAK WITH VISUAL AND VERBAL ELEMENTS THAT ECHO THE
SOUND-BITES OF INFORMATION.

DIGITAL ADVERTISING

DIGITAL FILE SPECIFICATIONS

We accept the following types of electronic files:

- » JPG, PNG, GIF

Note: No SWF or animation

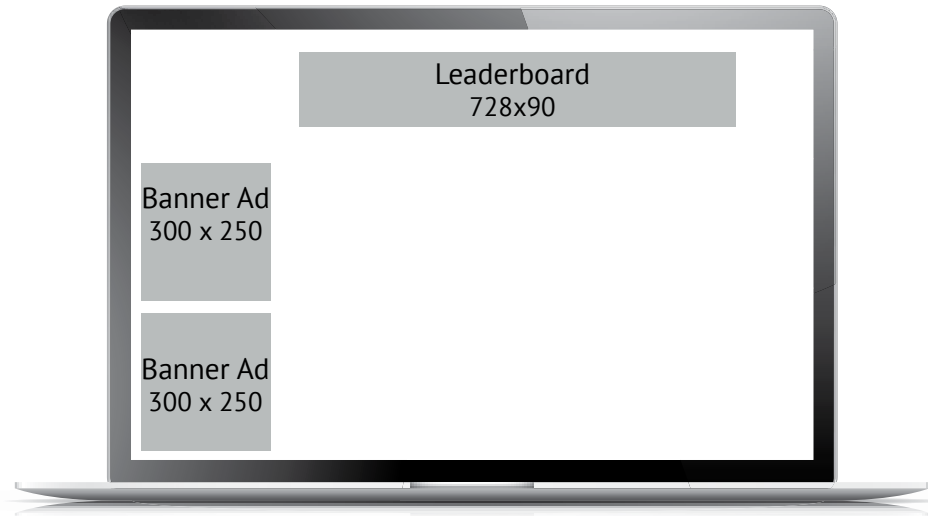
File resolution:

- » 72 DPI to 150 DPI

Note: Maximum file size should not exceed 300k.

Facebook Boosted Post:

- » Shared Image Size: 1200 x 627 px
- » Image displays as 560 x 292 px
- » No more than 20% text allowed



CREATIVE SERVICES

Graphic Design, Logo Design, Packaging, Promotion Plans & Execution, Website Design, Copywriting

\$95/hr

Disclaimer:

All web ads and advertorials must have approval before launch. We reserve the right to reject ads where the typography and layout simulate our editorial format and, thereby, deceive readers; advertisements that are typographically unpleasant or that distort the appearance of AAPLOnline or Private Lender magazine; those that are patently fraudulent, illegal or libelous in their claims and language.

ADVERTISING POLICY

OVERVIEW

The statements expressed in advertisements are those of the advertisers and not necessarily of The American Association of Private Lenders (AAPL) or Affinity Worldwide. AAPL shall have at its absolute discretion the right to refuse, omit, suspend, or change the position of any advertisement accepted for insertion.

- » AAPL reserves the right to reject advertising that it believes is false, slanderous, exploitative, socially irresponsible, hateful, or offensive to its readership, or that fails to meet the production standards of AAPL.
- » AAPL also reserves the right to reject advertising from direct or indirect association competitors. The word “advertisement” shall be printed at the top of advertisements that, in the opinion of the publisher, might be confused with editorial pages.
- » AAPL reserves the right to interpret these or any other guidelines that may be put in place periodically and to refuse any advertisement that is deemed not to follow them. In order to maintain the integrity of the association and protect the interests of its members and partners.

AAPL adheres to the following advertising placement policies.

- » AAPL reserves the right, when applicable, to restrict the participation of AAPL members in AAPL functions because of an outstanding debt.
- » Cancellations will not be accepted after the closing date. Cancellations must be submitted in writing to AAPL.
- » Cancellations after publication date will not be eligible for a refund.
- » An advertiser may change ad copy prior to the content date. The advertiser (or its agency) is responsible for providing the publisher with all ad material.
- » Requested ad positions are not guaranteed unless the advertiser purchases a preferred position at a 10 percent premium.
- » AAPL strives to maintain a 60% editorial content to 40% advertising ratio

CLOSING DATES

Reservations are requested approximately six weeks prior to publication date. Materials are due approximately three weeks before publication date. Please refer to the Editorial Calendar for space close and content deadlines, or call your Account Executive.

// More information about our advertising policies plus our terms and conditions are available at AAPLOnline.com

AAPL ADVERTISING CONTRACT

Advertiser or Company Name

Tax ID or Employer Identification Number (EIN)

Street Address

City

State

Zip/Postal

Contact Name

E-mail Address (REQUIRED)

Phone

Billing Address (if different from above)

City

State

Zip/Postal

Contact Name

E-mail Address (REQUIRED)

Phone

PRINT ADVERTISING

Ad Size	Issue(s)	Premium Positions*
<input type="checkbox"/> Two-page spread*	<input type="checkbox"/> January/February	<input type="checkbox"/> Inside Front Cover
<input type="checkbox"/> One-page*	<input type="checkbox"/> March/April	<input type="checkbox"/> Inside Back Cover
<input type="checkbox"/> Half page-horizontal	<input type="checkbox"/> May/June	<input type="checkbox"/> Back Cover
<input type="checkbox"/> Half page-vertical	<input type="checkbox"/> July/August	<input type="checkbox"/> None
<input type="checkbox"/> Quarter page	<input type="checkbox"/> September/October	*Based on availability
<input type="checkbox"/> *Advertorial?	<input type="checkbox"/> November/December	

DIGITAL ADVERTISING

Product	Duration
<input type="checkbox"/> Event Calendar	<input type="checkbox"/> QT1 <input type="checkbox"/> QT2 <input type="checkbox"/> QT3 <input type="checkbox"/> QT4 <input type="checkbox"/> 1x <input type="checkbox"/> 3x <input type="checkbox"/> 6x <input type="checkbox"/> 1x <input type="checkbox"/> 3x <input type="checkbox"/> 6x
<input type="checkbox"/> AAPLAUSE	
<input type="checkbox"/> Banner Ad	
<input type="checkbox"/> Leaderboard Ad	<input type="checkbox"/> 7 days <input type="checkbox"/> 14 days
<input type="checkbox"/> Webinar	
<input type="checkbox"/> Private Lender Newsletter	
<input type="checkbox"/> Sponsored Content	

By signing this contract you verify that you have read the terms and conditions for advertising with the American Association of Private Lenders. All contacts agree to be opted-in to "Friends of AAPL." Unsigned contracts will not be accepted.

Date

Signature



American Association of Private Lenders
7509 NW Tiffany Springs Pkwy, Ste 200
Kansas City, MO 64153

913-888-1250

AAPLOnline.com

PrivateLenderMagazine.com

AAPLConference.com