



2020 MEDIA KIT

DIGITAL & PRIVATE LENDER MAGAZINE

WHO WE ARE

We are the first national organization representing the private real estate and peer-to-peer lending industry. Through our three pillars of education, advocacy and ethics, we raise the perception of private lending as a viable alternative for borrowing and investing.

Our content covers all aspects of the private lending industry, including:

- » Business Operations and Processes
- » Strategy, Planning and Tactics
- » Legislation and Advocacy
- » Legal Compliance
- » Market Trends and Economy
- » Technology

Advertising with us is an investment in reaching the top echelon of private lenders who are dedicated to building and bettering their businesses.

ADVOCACY

CODE OF ETHICS

EDUCATION

RECOGNITION

SUPPORT

NETWORKING



DEMOGRAPHICS & STATISTICS

DEMOGRAPHICS

MALE/FEMALE	[DIGITAL / PRINT]	JOB LEVEL	[PRINT]
Male	66% / 83%	Owner/C-Suite	74%
Female	34% / 17%	Management	21%
		All Others	5%
AGE RANGES	[DIGITAL / PRINT]	TOP PROFESSIONS	
< 25 years	6% / 2%	1. Residential Lender	
25-34	31% / 7%	2. Residential and Commercial Lender	
35-44	26% / 14%	3. Real Estate Borrowers	
45-54	20% / 24%	4. Consultants	
55-64	12% / 34%	5. Commercial Brokers	
> 65 years	5% / 19%		
INCOME	[PRINT]	TOP STATES	[DIGITAL / PRINT]
< \$100,000	11%	1. CA / CA	4. TX / AZ
\$100,000 - \$199,999	51%	2. FL / MD	5. IL / NY
> \$200,000	38%	3. NY / FL	

STATISTICS

AAPLONLINE.COM	[MONTHLY AVG.]	NEWSLETTER	[MONTHLY AVG.]
Pageviews	14,000	Subscribers	4,000
Users	4,800	Open Rate	16%
On-Site Ad Impressions	6,434		
Digital Magazine Impressions	5,522	DEVICES	
		Desktop	66%
		Mobile	30%
		Tablet	4%
		SOCIAL MEDIA	
		Twitter Followers	1,900+
		Facebook Likes	2,700+
		LinkedIn Followers	2,700+
		// Source: Google Analytics, Google Ad Manager, ISSUU, AAPL Readership Survey	
KEEP A COPY	[PRINT]		
1 Read-Through	11%		
1-5 Months	46%		
> 6 Months	43%		

PRINT RATES & DEADLINES

PLACEMENTS	1x	2x	4x
Inside Front Cover	\$4,400	\$3,960	\$3,520
Inside Back Cover	\$4,400	\$3,960	\$3,520
Back Cover		\$4,400	\$3,960
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
// Polybag Supplements and Bellyband options available; call for pricing.
// To receive a frequency discount, the full balance must be paid up front.
// Current members receive a 20% discount.

ISSUE	SPACE CLOSE	DEADLINE	PUBLISH
SPRING	12/18/2019	12/31/2019	2/19/2020
SUMMER	2/12/2020	2/26/2020	4/15/2020
FALL	5/13/2020	5/27/2020	7/15/2020
WINTER	8/13/2020	8/13/2020	10/15/2020



DIGITAL RATES & DEADLINES

PLACEMENTS	1x
Event Calendar (each)	\$35
Newsletter Ad (each)	\$350
» Leaderboard placed in bi-weekly newsletter.	
AAPLonline.com Banner (per month)	\$500
» Mobile-responsive with rotating placement.	
AAPLonline.com Leaderboard (per month)	\$400
» Desktop view only with rotating placement.	
AAPL-Hosted Webinar (each)	\$400
» Includes pre-webinar email promotion.	
» Recording hosted in member archive.	



DEADLINES
Please provide artwork no later than two (2) weeks prior to the ad publish date. AAPLonline.com advertising is published according to calendar month. For webinar deadlines and policies, please see aaplonline.com/webinar-policies.

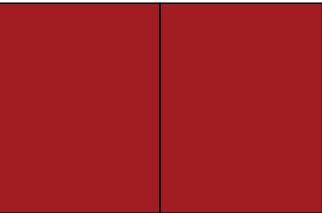
FILE SPECIFICATIONS

Advertising materials that do not meet specifications or that require additional preparation may be billed for the work performed, sent back for corrections, and/or forfeited (without substitution/make-good).
Graphic and logo design, packaging, promotion plans and execution, website design and copywriting are billed at \$105 per hour, minimum 1 hour.

- » Fonts and graphic links must be included
- » Colors must be CMYK mode
- » EPS files must be converted to outlines
- » PDF files at press-ready settings/compression PDF/X-1a2001
- » Line art should be at least 600 dpi
- » Photos should be at least 300 dpi
- » DO NOT include trim or registration marks

BLEED & TRIM SIZES

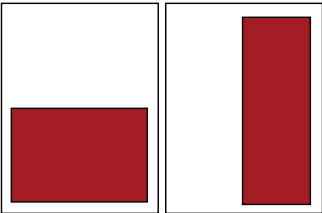
- » Trim Size: 8.375" x 10.5"
- » For Full Page ads, include a .25" bleed to outside



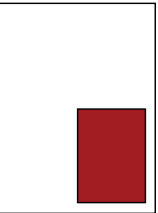
Two-page spread
16.75" x 10.5" + .25" bleed



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"

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- » JPEG, PNG or GIF file types only
- » No SWF or animation
- » File resolution must be 72 dpi to 150 dpi
- » File size should not exceed 300kb.

Not sure what media mix will best reach your goals?
We're happy to roll up our sleeves and figure it out with you.

FILE SPECIFICATIONS



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.
- » All ads and advertorials must have approval before print or digital publication. We reserve the right to reject ads where the typography and layout simulate our editorial format and, thereby, deceive readers and/or viewers; 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.

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 deadline. 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.

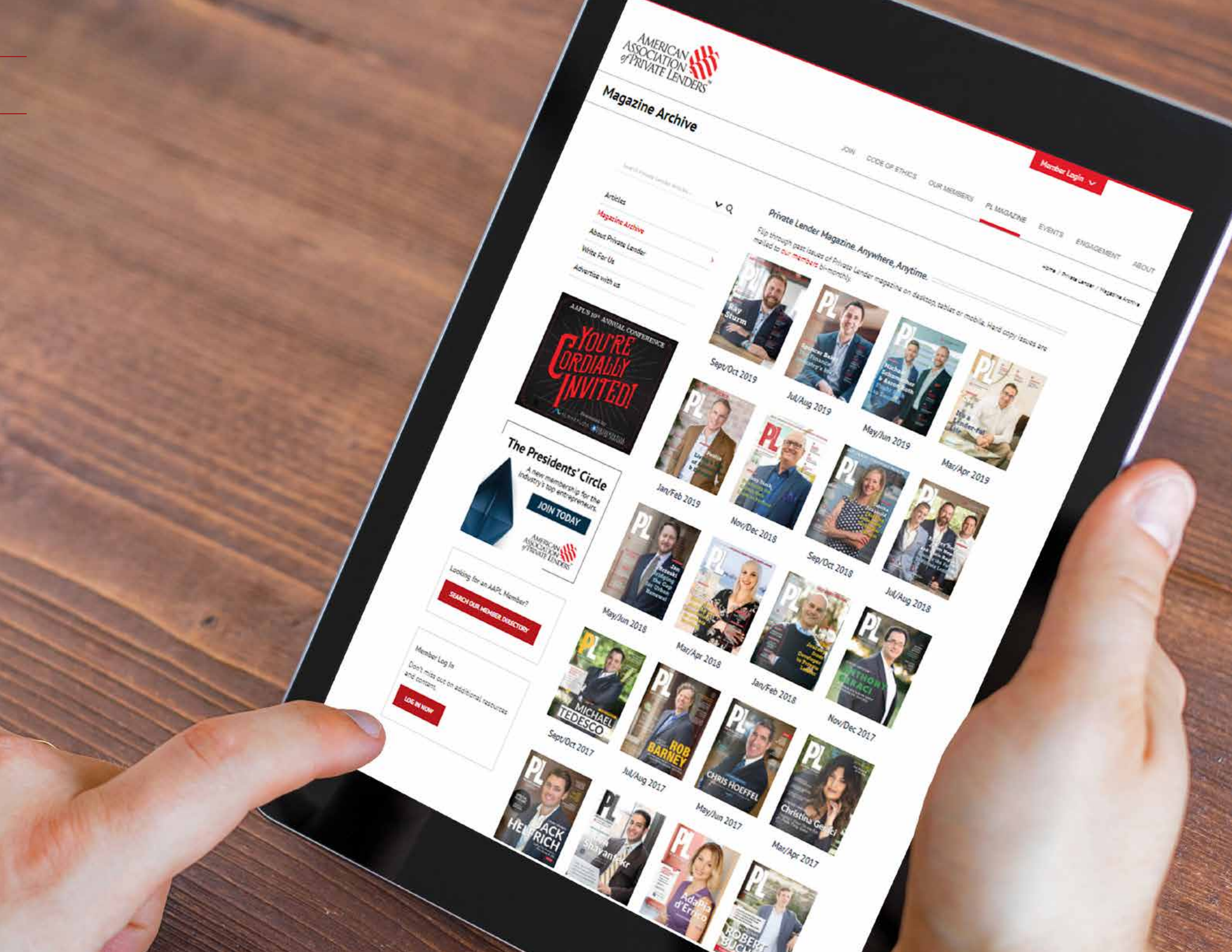
CLOSING DATES

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 contact your account executive.

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AMERICAN ASSOCIATION of PRIVATE LENDERS

American Association of Private Lenders

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AAPLOnline.com • PrivateLenderMagazine.com • AAPLConference.com