

# 2024 MEDIA KIT

Your Access to  
The Most Trusted  
Rural Property  
Professionals



**American Society  
of Farm Managers  
& Rural Appraisers**

[ASFMRA.org](https://www.asfmra.org)



# WHAT IS THE ASFMRA?



The American Society of Farm Managers and Rural Appraisers is the nationwide organization specifically dedicated to rural property professionals.

Its membership is comprised of more than **2,100 MEMBERS IN 30 CHAPTERS ACROSS THE UNITED STATES** who provide management, consultation, and valuation services, as well as real estate services on rural and agricultural assets.



**ASFMRA FARM MANAGERS AND AGRICULTURAL CONSULTANTS** manage, on average, 55-75 farms consisting of 14,000 – 20,000 acres. They have influence over production and marketing decisions on acreage representing millions of dollars.

**ASFMRA APPRAISERS AND REVIEW APPRAISERS** are often employed by or perform services for large financial and governmental institutions that rely on their familiarity with complex appraisal situations including eminent domain, conservation easements, poultry facilities, grain elevators, wind and solar farms, dairies, greenhouses, vineyards and more.

By partnering with the ASFMRA, you are aligning yourself with **THE MOST TRUSTED RURAL PROPERTY PROFESSIONALS**, and placing your brand in front of the industry's most influential players.



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# EVENTS

## ANNUAL CONFERENCE KANSAS CITY NOVEMBER 18-20, 2024

### BECOME AN EXHIBITOR

- Tradeshow Booth Space
- 2 Exhibitor Passes

### EVENING EVENT SPONSORS

- Logo on Beverage Tickets, plus On-Site/Mobile/Website Signage

### LUNCH/BREAKS SPONSORS

- On-Site/Mobile/Website Signage

### GUEST SPEAKER SPONSORS

- 5-Minute Introduction of Speaker
- On-Site/Mobile/Website Signage



# EVENTS

## EDUCATION WEEK DES MOINES, IOWA JULY 12-22, 2024

ON-SITE/MOBILE/WEBSITE SIGNAGE FOR  
EACH OF THE FOLLOWING:

- Seminar Sponsors
- Ag Land Management Course Sponsors
- Breaks Sponsors





# COMMUNICATIONS

## WEBINARS

- Host an Hour-Long Webinar on Your Product/Services
- Webinar Listing on ASFMRA.org
- Promotions via eNewsletter, Social Media
- Continuing Education Credit Provided to ASFMRA Member Attendees

**American Society of Farm Managers and Rural Appraisers**  
July 31 • 🌐

Join us on Thursday to learn how to validate legal descriptions, build region-specific sales and collateral databases, and more by using Land id (formerly MapRight). Register here:  
<https://ow.ly/pF1f50Ppv8P>

### Livestream Webinar


## Developing Sales & Collateral Databases with Land id



**Aug. 3 | 11 AM MT**


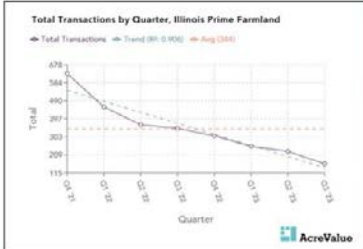
## EMAILS

- Up to 3 All-Membership Emails per Year
- ASFMRA to Send on Sponsor's Behalf to Improve Open Rates

**AcreValue**

### Prime Farmland Sales Prices Increasing in IL and IA, Transactions Decreasing

Transactions of prime farmland\* across Illinois have been decreasing quarter by quarter over the past 2 years. In Q4 2021, 631 transactions of prime farmland were recorded - since then, the number of transactions has steadily decreased at a highly linear trend to today's lows.



To generate your own graphs and stay on top of your local land markets, the new AcreValue Market Dashboard is available for all AcreValue

# COMMUNICATIONS

## CONTENT MARKETING

- Website Blog Posts
- Bi-Weekly eNewsletter
- Facebook and LinkedIn Posts

### Don't Make the Same Mistake Twice

By Claudia Gaglione, Esq., Gaglione, Dolan & Kaplan  
National Claims Counsel for [LIA Administrators & Insurance Services](#)



In the world of real estate appraisals, a cardinal rule should always be "Don't Make the Same Mistake Twice!" Unfortunately, there have been recent incidents that underscore the importance of treating each appraisal assignment as a unique endeavor rather than a mere repetition of the past. Problems tend to emerge when appraisers or appraisal firms

simply recycle information from older reports into new ones without conducting thorough checks and verifications.

It should never be assumed that all the information from previous appraisals is infallible. Any errors made in prior reports can compound into significant problems when they are perpetuated in subsequent ones. The most common issue arises with square footage figures, but it can extend to zoning categories and flood zone classifications as well. These repeated errors not only reflect poorly on appraisers but can also lead to claims and complaints filed with licensing boards.

[Read the Full Article](#)



## BANNER ADVERTISING

- Website Homepage and Internal Pages
- Bi-Weekly eNewsletter



# NAMING RIGHTS

ANNUAL CONFERENCE

EDUCATION WEEK

FOUNDATION AUCTION

YPN WEBINAR SERIES



## AWARDS

- Meritorious Service in Communications
- Distinguished Service in Agriculture
- Gold Quill Award (Best Journal Submission)
- Early Career Award
- Appraiser of the Year
- Farm Manager of the Year



# SPONSORSHIP TIERS

**BRONZE** <\$5,000

**SILVER** <\$10,000

**GOLD** <\$15,000

**PLATINUM** \$15K+

CONTACT THE ASFMRA TO DISCUSS BUNDLE PACKAGE PRICING.

## BECOME AN ASFMRA PREFERRED PARTNER

By becoming an ASFMRA Preferred Partner, your company will receive the right to use the special 2024 ASFMRA Preferred Partner logo on promotions, logo inclusion on the ASFMRA mobile app, the right to promote discounts or special offers as part of the ASFMRA's Member Benefits and special recognition at all National events.







FOR MORE INFORMATION, CONTACT

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