

ABOUT THIS PUBLICATION

In the Spring 1998, the Texas Chapter ASFMRA met with Dr. Gilliland at Texas A&M University to see what we could do to enhance the Annual Outlook for Texas Land Markets. The attendance had been dropping. The program had transitioned to more academics and less “real world”. The Chapter proposed that in addition to Dr. Gilliland’s macro report, the Chapter could do a more micro-type report based on input from the appraisers in each of the regions. Initially, the idea was not a hit. With some additional discussion, the Real Estate Center agreed. In the fall of 1998, during the Texas Chapter meeting, we had the first land value discussions for each of the areas. We adjusted the regions with input from all. The members from each region filled out worksheets and the Team Captains wrote the narrative portions. Together, Nardie and Lynda Vine prepared the maps and transferred the hand-written worksheets to Excel. Lynda created the cover and assembled the Texas Rural Land Value Trends. This document was forwarded to Dr. Gilliland for inclusion in the conference workbook. The Texas Chapter then printed reports to supply the chapter members as well as being available to anyone who wanted a copy. In the Spring of 1999, the Team Captains presented the report during the Outlook Conference and it was a real hit! The rest is history! Over the years, the information has developed into an invaluable resource tool for the industry with data compiled by experts who work in the field day-to-day, experiencing first hand valuation changes and the reasons behind them. The annual full color publication includes charts and comprehensive editorial coverage. The publication encompasses all of Texas’ 254 counties.



THE FACTS

“Land Trends is a valuable source of state-wide information that is utilized by a variety of rural land professionals, reaching users in and out of Texas. ASFMRA members work diligently to present an accurate overview of market conditions.”

Patty Weber, ARA, MAI
Texas Chapter Past President



DISTRIBUTION

Each year, new readers are exposed to the Texas Rural Land Value Trends publication. Our reach widens through our targeted effort to news outlets, investors, businesses, finance and real estate helping to promote this publication to the agricultural and agribusiness markets. With 1,000 printed copies in circulation and access to the publication on-line, the number of requests for the publication continues to grow year after year.

Promote your business to service in the Texas Rural Land Value Trends.

It is the one publication intent on providing extensive, accurate land and lease value data for agricultural properties in Texas.

USERS

- Accountants • Agricultural Groups
- Agricultural Assessors • Agricultural Commissioners
- Appraisers • Attorneys
- Commercial Agribusiness Operations Commodity Organizations • Consultants • Corporations
- County Farm Bureaus • Educators • Engineering Firms
- Farm Managers • Farm Service Agencies
- Farmers & Ranchers • Financial Advisors
- Government Agencies • Investors • Land Trusts
- Lenders • Real Estate Brokers
- Outlook for Texas Land Markets Attendees
- Students • Transportation Agencies

SPACE IS LIMITED

It is our goal to maintain a balanced ratio of editorial and sponsorships.

Space is Limited.
RESERVE SOON!

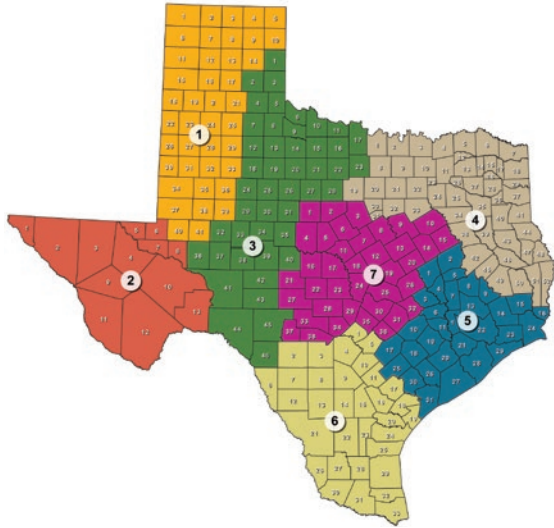
(see the next page for contract)

For more information:
Carmen Bierschwale
Secretary/Treasurer
(325) 446-3052

Space Reservation,
Payment & Artwork
DEADLINE
MARCH 13, 2024

TEXAS RURAL LAND VALUE TRENDS

Published each spring by the Texas Chapter ASFMRA
(325) 446-3052 • info@txasfmra.com • txasfmra.com



PUBLISH DATE

APRIL 2024 At the Annual Outlook for Texas Land Markets in San Antonio

DEADLINE

Space Reservation,
Payment & Artwork
MARCH 13, 2024

SUBMIT

MAIL Texas Chapter ASFMRA
P.O. Box 154 Junction, TX 76849
FAX (325) 446-3237

SPONSORSHIP SIZE SPECIFICATIONS

Premium Sponsorship Pricing	W x H	Rate
Inside Front Cover Spread (2 pages which includes the inside front cover and the first page)	8.5" x 11" both pages	\$3,000
Back Cover	8.5" x 11"	\$2,000
Inside Back Cover	8.5" x 11"	\$1,500
General Sponsorship Pricing (Non-Members)	W x H	Rate
Full Page	8.5" x 11"	\$1,000
Half Page	8.5" x 5.5"	\$500
Quarter Page	4.25" x 5.5"	\$250
Business Card	3.5" x 2.0"	\$150
General Sponsorship Pricing (TX Chapter Members)	W x H	Rate
Full Page	8.5" x 11"	\$500
Half Page	8.5" x 5.5"	\$250
Quarter Page	4.25" x 5.5"	\$150
Business Card	3.5" x 2"	\$50

FILE REQUIREMENTS

ALL PHOTOS must be 300 DPI
Acceptable files: TIF, EPS, JPG, or PDF

CONTRACT 2024 FOR THE 2023 TEXAS RURAL LAND TRENDS PUBLICATION

Advertising Sponsor	Contact Name
Address	City/State/Zip
Telephone (please include area code)	E-Mail

Notes/Instructions

2023 TEXAS RURAL LAND TRENDS

Size	Rate	Qty	Total
Inside Front Spread	\$3,000		\$
Back Cover	\$2,000		\$
Inside Back Cover	\$1,500		\$
Inside Full Page	\$1,000/\$500		\$
Half Page	\$500/\$250		\$
Quarter Page	\$250/\$150		\$
Business Card	\$150/\$50		\$
TOTAL ENCLOSED			\$

PAYMENT (deadline MARCH 15, 2023)

VISA MasterCard Discover AmEx Check payable to TX Chapter ASFMRA

Credit Card Number	Expires
--------------------	---------

Name on the Card	CVI
------------------	-----

Billing Address for Card (if different from address listed above)

Signature

INDICATE PREFERRED REGION []
(see map above)

There is a 3% credit card processing fee. Please include payment with completed contract. Please include payment with completed contract.