PRINT ADVERTISING

Media Kit 2020

AMERICAN SOCIETY OF HOME INSPECTORS
ASHI Reporter Magazine

The ASHI Reporter is the publication that brings all home inspection components and industry trends together. We encourage and challenge our readers to break free of their established work routines to look for new solutions and performance breakthroughs.

Each issue of the ASHI Reporter includes industry news, topical columns and departments, technical focuses, marketing information, and interesting columns from industry experts.

ASHI Reporter Readership

- More than 90% of our readership is comprised of home inspection company owners.
- 85% of readers hold onto their copies for reference long after the monthly issue has come out.
- Available in print and online.
- In addition to our subscribers, the ASHI Reporter is delivered to various partner/allied organizations.

Allied/Partner Organizations

<table>
<thead>
<tr>
<th>AARST-NRPP</th>
<th>EBPHI</th>
<th>NEHA</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSPL</td>
<td>FABI</td>
<td>NORMI</td>
</tr>
<tr>
<td>AUVEI</td>
<td>FEMA</td>
<td>NRAP</td>
</tr>
<tr>
<td>BESI</td>
<td>Healthy Indoors Magazine</td>
<td>NRSB</td>
</tr>
<tr>
<td>BPI</td>
<td>IAQA</td>
<td>NYSWDA</td>
</tr>
<tr>
<td>CAHPI</td>
<td>ICC</td>
<td>Office of Lead</td>
</tr>
<tr>
<td>CEA</td>
<td>JSHI</td>
<td>Hazard Control</td>
</tr>
<tr>
<td>Consumer Reports</td>
<td>Kansas State</td>
<td>and Healthy Homes</td>
</tr>
<tr>
<td>CREIA</td>
<td>University</td>
<td>Pool &amp; Hot Tub</td>
</tr>
<tr>
<td>CRRR</td>
<td>Living In Place Institute</td>
<td>Alliance</td>
</tr>
<tr>
<td>CSIA</td>
<td>NADRA</td>
<td>US DOE</td>
</tr>
<tr>
<td>EIA</td>
<td>NAR</td>
<td>US HUD</td>
</tr>
<tr>
<td>EPA</td>
<td>NCSG</td>
<td>US VA</td>
</tr>
</tbody>
</table>
# Reporter Advertising Specs & Pricing

<table>
<thead>
<tr>
<th>Space</th>
<th>Width</th>
<th>Height</th>
<th>1 - 4 Months</th>
<th>5 - 8 Months</th>
<th>9 - 12 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>15.75”</td>
<td>9.875”</td>
<td>$3420/mo</td>
<td>$3085/mo</td>
<td>$2755/mo</td>
</tr>
<tr>
<td>Full Page/Covers</td>
<td>7.375”</td>
<td>9.875”</td>
<td>$2205/mo</td>
<td>$1960/mo</td>
<td>$1765/mo</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.86”</td>
<td>8.935”</td>
<td>$2065/mo</td>
<td>$1920/mo</td>
<td>$1710/mo</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.604”</td>
<td>8.835”</td>
<td>$1830/mo</td>
<td>$1655/mo</td>
<td>$1465/mo</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.375”</td>
<td>4.75”</td>
<td>$1680/mo</td>
<td>$1510/mo</td>
<td>$1355/mo</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.35”</td>
<td>8.835”</td>
<td>$1545/mo</td>
<td>$1430/mo</td>
<td>$1270/mo</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.635”</td>
<td>4.75”</td>
<td>$1115/mo</td>
<td>$980/mo</td>
<td>$910/mo</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.3472”</td>
<td>4.424”</td>
<td>$770/mo</td>
<td>$715/mo</td>
<td>$635/mo</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.875”</td>
<td>2.224”</td>
<td>$685/mo</td>
<td>$625/mo</td>
<td>$535/mo</td>
</tr>
</tbody>
</table>

10% discount when you pay for a whole year up-front

---

**ASHI Affiliates receive 20% discount on all advertising**

Not an Affiliate? Consider applying and taking advantage of the additional discounts and benefits:
- 60% off CE approval for education courses
- 20% off exhibit booth at InspectionWorld
- Annual Subscription to the ASHI Reporter
- Free Listing with link in First Thing e-Newsletter
- 20% off advertising in ASHI Reporter, First Thing & Another Thing e-Newsletters, and web advertising

---

**Print Advertisement Artwork Requirements**

- All submitted artwork must be in CMYK and 300dpi resolution
- Please include a 1/8 inch bleed on all sides of your document
- It is the advertiser’s responsibility to maintain and ensure that proper licensing has been obtained for any images or other graphic elements being used in the design.
- ASHI reserves the right to make alterations to artwork as needed to ensure the highest print quality of our publications. This may include but is not limited to resizing or cropping of an ad, adding bleeds and making minor corrective photo edits.
- ASHI reserves the right to withhold publication of an ad if it does not meet the proper requirements listed here.
- For more information or questions about preparing your artwork for use in an ASHI publication please contact Kate Laurent at katel@ashi.org

---

**To advertise contact:** Dave Kogan | Director of Marketing | davek@ashi.org | 847.954.3187
Editorial Calendar 2020

JANUARY
Main Topic: Radon
Marketing Focus: Pre-Listing Inspections
Special Focus: InspectionWorld
Ads Due: Dec 1st  |  Articles Due: Nov 15

FEBRUARY
Main Topic: Indoor Air Quality
Technical Focus: Yellow CSST
Special Focus: Risk Awareness
Ads Due: Jan 1st  |  Articles Due: Dec 15

MARCH
Main Topic: Flood Plain Management
Technical Focus: Vacuum Breakers
Special Focus: Floor Plain Management
Ads Due: Feb 1st  |  Articles Due: Jan 15

APRIL
Main Topic: Home Inspection Month
Technical Focus: Fiber Cement Siding
Special Focus: Member Stories
Ads Due: Mar 1st  |  Articles Due: Feb 15

MAY
Main Topic: Deck Safety
Technical Focus: Building Safety
Special Focus: Pool & Spa
Ads Due: Apr 1st  |  Articles Due: Mar 15

JUNE
Main Topic: Lintels
Technical Focus: Stone Veneer
Special Focus: The Importance of Chapters
Ads Due: May 1st  |  Articles Due: Apr 15

JULY
Main Topic: The Tools Issue
Technical Focus: Tools on the Job
Ads Due: Jun 1st  |  Articles Due: May 15

AUGUST
Main Topic: The Education Issue
Technical Focus: Home Water Testing
Ads Due: Jul 1st  |  Articles Due: Jun 15

SEPTEMBER
Main Topic: Living in Place
Technical Focus: Flood Resistant Construction
Special Focus: Q&A with Preparedness Groups
Ads Due: Aug 1st  |  Articles Due: Jul 15

OCTOBER
Main Topic: Smoke Alarms
Marketing Focus: Holiday Focused Marketing
Technical Focus: Intumescent Firestop Collars
Special Focus: Home Energy Score
Ads Due: Sep 1st  |  Articles Due: Aug 15

NOVEMBER
Main Topic: NRAP/National Advocacy
Technical Focus: FEMA - Flood Insurance
Special Focus: Home For Our Troops Update
Ads Due: Oct 1st  |  Articles Due: Sep 15

DECEMBER
Main Topic: Historic Homes
Technical Focus: Drum Traps
Special Focus: InspectionWorld
Ads Due: Nov 1st  |  Articles Due: Oct 15

*Some issues will have extra distribution at conferences we attend or at chapter events throughout the year.
**Editorial calendar and content per issue is subject to change per discretion of the ASHI Reporter Staff.

To advertise contact: Dave Kogan | Director of Marketing | davek@ashi.org | 847.954.3187