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# DIGITAL ADVERTISING

Media Kit 2020

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AMERICAN SOCIETY OF HOME INSPECTORS

# ASHI NEWSROOM

★ INDUSTRY NEWS AND UPDATES FROM THE AMERICAN SOCIETY OF HOME INSPECTORS, INC. ★

## Latest News & Articles

Search the Newsroom

Keyword, Topic, Author, Title...



Advice From the Field



### Roofing Tutorial For Home Inspectors: Inspecting Flat Roof to Wall Flashings

Advice From the Field



### 7 Ways to Negotiate Using Your Inspection Report

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### ASHI Newsroom

The ASHI Newsroom is ASHI's online publication dedicated to covering all aspects of the home inspection industry.

In addition to hosting the digital versions of ASHI Reporter articles, the Newsroom also hosts online exclusive content such as industry news, updates from ASHI HQ and features written by industry leaders.

### eNewsletter Readership

We send two eNewsletters a month: First Thing (which is sent on the 1st of the month) and Another Thing (sent on the 15th of the month) Circulation is current member (approx. 7000) and an additional 16,000 subscribers that grows each and every day.

### Dedicated Emails

We will send a dedicated email on your behalf to our members and other home inspectors who subscribe to our emails. You create the html or send us content and graphics and we'll lay it out for you. We'll send you a test email for your approval and then we'll schedule it out.

## eNewsletter Advertising Specs & Pricing

Space	Width	Height	1 - 4 Months	5 - 8 Months	9 - 12 Months
Leaderboard	680px	60px	\$380/mo	\$350/mo	\$320/mo
Lower Leaderboard	680px	60px	\$360/mo	\$320/mo	\$300/mo
Skyscraper	180px	600px	\$350/mo	\$320/mo	\$290/mo
Top Banner	680px	60px	\$300/mo	\$270/mo	\$240/mo
Bottom Banner	680px	60px	\$275/mo	\$245/mo	\$215/mo
Square Box	180px	110px	\$260/mo	\$230/mo	\$200/mo

## ASHI Newsroom Advertising Specs & Pricing

Introductory Pricing - Special Rates available from July-December 2020

Space	Width	Height	3 Month	6 Months	9 Months	12 Months
Skyscraper (all articles)	237px	641px	\$1200	\$2100	\$2700	\$3000
Box (all articles)	237px	251px	\$1200	\$2100	\$2700	\$3000
Banner Ad (Reporter)	741px	123px	\$1200	\$2100	\$2700	\$3000
Box (Reporter)	265px	249px	\$1200	\$2100	\$2700	\$3000

## Dedicated Email Pricing

Space	HTML Provided	ASHI Creates HTML
Custom Email	\$3500	\$4000

### Digital Advertisement Artwork Requirements

- All submitted artwork must be in RGB and 72dpi resolution in the specified dimensions above.
- Maximum word count of 20 words per ad space



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

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

To advertise contact: [communications@ashi.org](mailto:communications@ashi.org)



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## Allied/Partner Organizations

AARST-NRPP

AUSPL

AUVSI

BESI

BPI

CAHPI

CEA

Consumer Reports

CREIA

CRRR

CSIA

EIA

EPA

EBPHI

FABI

FEMA

Healthy Indoors Magazine

IAQA

ICC

JSHI

Kansas State

University

Living In Place Institute

NADRA

NAR

NCSG

NEHA

NORMI

NRAP

NRSB

NYSWDA

Office of Lead

Hazard Control  
and Healthy Homes

Pool & Hot Tub  
Alliance

US DOE

US HUD

US VA