
MEDIA KIT 2020

Print & Digital Advertising Guide



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

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

Reporter Advertising Specs & Pricing

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

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 the Creative Department at creative@ashi.org.

To advertise contact: communications@ashi.org

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: communications@ashi.org

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



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