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

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<th>AARST-NRPP</th>
<th>EBPHE</th>
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To advertise contact: communications@ashi.org
## Reporter Advertising Specs & Pricing

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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.

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### 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.*

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