promote. engage. inform.

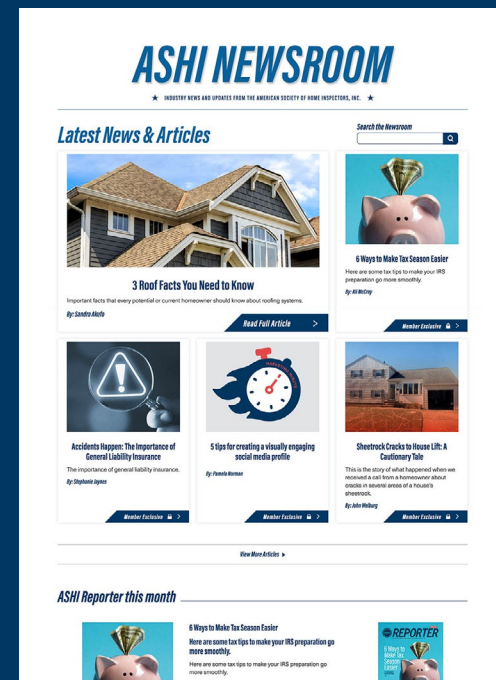# Expand Your Reach.

2023-2024 MEDIA KIT

ASHI REPORTER | ASHI NEWSROOM

ASHI Reporter

Our flagship publication covering industry trends and perspectives from inspectors from across the profession. Each issue of the magazine offers various articles on topics such as industry news, technical analysis, marketing strategies, business operations, and announcements from ASHI headquarters and leadership. This print magazine is mailed monthly to all 6000 active ASHI members, with most receiving their copy by mid-month.

ASHI Newsroom

Our online newsfeed dedicated to covering all aspects of the home inspection industry. In addition to hosting the digital version of the *Reporter*, the Newsroom features exclusive online articles for both ASHI Members and home buying consumers. **All articles published in the Newsroom have dedicated space for Affiliate advertising.** Some articles receive additional promotion and engagement by being featured in our social media posts and monthly e-newsletter.

2023

July

Main Topic: Electrical

Special Focus:
Volunteering

Ads Due: Jun 1

Articles Due: May 12

August

Main Topic:
Tools of the Trade

Special Focus:
Report Writing

Ads Due: Jul 1

Articles Due: Jun 16

September

Main Topic: HVAC

Special Focus: Mold

Ads Due: Aug 1

Articles Due: Jul 14

October

Main Topic: Exteriors

Special Focus: Sewer Inspections

Ads Due: Sep 1

Articles Due: Aug 11

November

Main Topic: Indoor Air Quality

Special Focus:
Recognizing Veterans

Ads Due: Sep 29

Articles Due: Sep 15

December

Main Topic: New Construction

Special Focus: The Value of Continuing Education

Ads Due: Nov 1

Articles Due: Oct 13

2024

Please note: *Some issues will have extra distribution at conferences we attend or chapter events throughout the year. Editorial calendar and content per issue is subject to change per discretion of the* Reporter *staff. Deadline dates for each month close at 5:00 pm Central Time.*

January

Main Topic: Getting Involved

Special Focus: National Radon Action Month

Ads Due: Dec 1

Articles Due: Nov 13

February

Main Topic: Technology

Special Focus: Smart Homes

Ads Due: Jan 2

Articles Due: Dec 15

March

Main Topic: Roofing

Special Focus: Women's History/ Women in the Industry

Ads Due: Feb 1

Articles Due: Jan 12

April

Main Topic: Landscaping

Special Focus: Home Inspection Month

Ads Due: Mar 1

Articles Due: Feb 12

May

Main Topic: Building Safety Month

Special Focus: Electrical Safety Month

Ads Due: Apr 1

Articles Due: Mar 15

June

Main Topic: Basements and Crawlspaces

Special Focus: Deck Safety Month

Ads Due: May 1

Articles Due: Apr 12

REPORTER

Print Advertising Specs & Pricing

Ad Type	Width	Height	Non Member	ASHI Affiliate Members Only
2-Page Spread	16.75"	10.875"	$2750/mo	$2200/mo
Full Page	8.375"	10.875"	$1760/mo	$1408/mo
Inside Front Cover	8.375"	10.875"	$1960/mo	$1568/mo
Inside Back Cover	8.375"	10.875"	$1960/mo	$1568/mo
Outside Back Cover	8.375"	10.875"	$2500/mo	$2000/mo
½ Page horizontal *(No Bleed)*	7.375"	4.875"	$1350/mo	$1080/mo
⅓ Page vertical *(No Bleed)*	3.25"	9.875"	$1270/mo	$1016/mo

20% discount!

Artwork Requirements

☐ All submitted artwork must be in CMYK (Cyan, Magenta, Yellow, Black) and 300dpi resolution

☐ Include a ⅛ (.125) inch bleed on all sides of full–page and spread ads.

☐ 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 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.

ASHI NEWSROOM

Newsroom advertising is an Affiliate Member exclusive benefit