

promote. engage. inform.

# Expand Your Reach.

2024-2025 MEDIA KIT



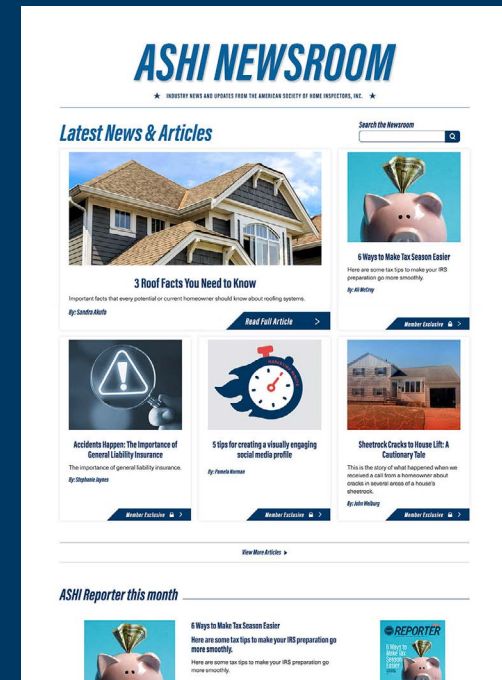
*REPORTER*

*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.

# 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.

## 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

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## January

**Main Topic:**

Setting Business Goals

**Special Focus:**

Tools of the Trade

**Ads Due: Dec 2**

**Articles Due: Nov 15**

## February

**Main Topic:**

Continuing Education

**Special Focus:**

Ancillary Services

**Ads Due: Jan 1**

**Articles Due: Dec 16**

## March

**Main Topic:** ASHI Awards

**Special Focus:**

Women of the Home  
Inspection Industry

**Ads Due: Feb 3**

**Articles Due: Jan 15**

## April

**Main Topic:** Mentorship

**Special Focus:** Cameras

**Ads Due: Mar 3**

**Articles Due: Feb 14**

## May

**Main Topic:** Technology

**Special Focus:** Reports

**Ads Due: Apr 1**

**Articles Due: Mar 14**

## June

**Main Topic:** Mold & More

**Special Focus:** Affiliates

**Ads Due: May 1**

**Articles Due: Apr 15**



# 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



### Artwork Requirements

- All submitted artwork must be in CMYK (Cyan, Magenta, Yellow, Black) and 300dpi resolution
- Include a 1/8 (.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