

## Reporter Advertising Specs & Pricing

Ad Space	Width	Height	Non Member Price	Affiliate Member Price
2-Page Spread	15.75"	9.875"	\$2750/mo	\$2200/mo
Full Page	7.375"	9.875"	\$1760/mo	\$1408/mo
Inside Front Cover	7.375"	9.875"	\$1960/mo	\$1568/mo
Inside Back Cover	7.375"	9.875"	\$1960/mo	\$1568/mo
Outside Back Cover	7.375"	9.875"	\$2500/mo	\$2000/mo
1/2 Page horizontal	7.375"	4.75"	\$1350/mo	\$1080/mo
1/3 Page vertical	2.35"	8.835"	\$1270/mo	\$1016/mo

**20% DISCOUNT**

**Not an Affiliate? Consider applying and taking advantage of the additional discounts and benefits:**

### ASHI Affiliate Members Receive:

- 20% off advertising in the Reporter.
- Affiliate access to the ASHI website.
- Affiliate ONLY benefit of running digital ads in the Newsroom.
- Detailed Affiliate Directory listing with the ability to post promotions, staff info, coupons and more.
- Use of the ASHI Affiliate logo.
- One copy of The ASHI Reporter magazine.
- Affiliate member discounts for ASHI events, exhibits, and education.
- Affiliate recognition in the Reporter before InspectionWorld.
- Affiliate recognition on signage and within event marketing for InspectionWorld.

### 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 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](mailto:creative@ashi.org).

[To Advertise Click Here](#)

## Editorial Calendar July 2021 – June 2022

### JULY 2021

**Main Topic:** Exterior & Roof

**Special Focus:** Why SEO Matters to Your Business

*Ads Due: Jun 1 | Articles Due: May 13*

### AUGUST 2021

**Main Topic:** Tools & Technology

**Technical Focus:** Basic Tools Every Inspector Should Carry

**Special Focus:** Preliminary Buyer Walkthroughs

*Ads Due: Jul 1 | Articles Due: Jun 15*

### SEPTEMBER 2021

**Main Topic:** Home Health & Cold Weather Prep

**Technical Focus:** Indoor Air Quality

*Ads Due: Aug 2 | Articles Due: Jul 15*

### OCTOBER 2021

**Main Topic:** Energy Efficiency

**Technical Focus:** HVAC

**Special Focus:** Home Energy Score

*Ads Due: Sep 1 | Articles Due: Aug 12*

### NOVEMBER 2021

**Main Topic:** Electrical & Appliances

**Technical Focus:** Electrical Protocols & Tips

**Special Focus:** Veterans In Our Association

*Ads Due: Oct 1 | Articles Due: Sep 15*

### DECEMBER 2021

**Main Topic:** Marketing & Expanded Offerings

**Technical Focus:** Differentiate & Specialization

**Special Focus:** InspectionWorld

*Ads Due: Nov 1 | Articles Due: Oct 14*

### JANUARY 2022

**Main Topic:** Professional Development & Career Growth

**Technical Focus:** Analyzing Your Business

**Special Focus:** InspectionWorld

*Ads Due: Dec 1 | Articles Due: Nov 15*

### FEBRUARY 2022

**Main Topic:** New ASHI Leadership

**Special Focus:** President's Address

*Ads Due: Jan 3rd | Articles Due: Dec 15*

### MARCH 2022

**Main Topic:** Education & Busy Season Prep

**Technical Focus:** Client Communication

**Special Focus:** Importance of Continuing Education

*Ads Due: Feb 1 | Articles Due: Jan 13*

### APRIL 2022

**Main Topic:** Home Inspection Month

**Special Focus:** Member Stories

*Ads Due: Mar 1 | Articles Due: Feb 15*

### MAY 2022

**Main Topic:** Deck & Outdoor Spaces

**Technical Focus:** Deck Inspections

**Special Focus:** Pool & Spa

*Ads Due: Apr 1 | Articles Due: Mar 15*

### JUNE 2022

**Main Topic:** Moisture

**Technical Focus:** Plumbing

**Special Focus:** Sewer Scanning

*Ads Due: May 2 | Articles Due: Apr 14*

*\*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 ASHI Reporter Staff.*

*Due dates are by the date and 5:00 pm Central Time*

[To Advertise Click Here](#)

# Newsroom Advertising Specs & Pricing

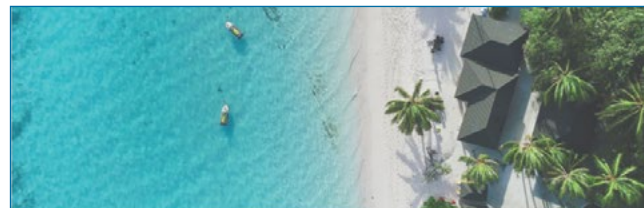
**Affiliate Member Exclusive**  
*Not offered to non-members*

Space	Width	Height	Affiliate Members ONLY
Skyscraper <i>(all articles)</i>	237px	641px	\$300/mo
Box <i>(all articles)</i>	237px	251px	\$210/mo

## ASHI Newsroom

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

The Newsroom hosts exclusive online content such as industry news, updates from ASHI HQ, and features written by industry leaders.



The screenshot shows the ASHI Newsroom website interface. At the top, there is a navigation bar with links for Buyers & Owners, Members, Education, Resources, About, Join ASHI, and Newsroom. A search bar is located in the top right corner. The main header features the ASHI Newsroom logo and the tagline "INDUSTRY NEWS AND UPDATES FROM THE AMERICAN SOCIETY OF HOME INSPECTORS, INC.". Below the header, there is a section for "Latest News & Articles" with a search bar. The main content area displays several article cards, including one titled "Preparing to Buy in the Seller's Market" by Chris Karczewski, and another titled "Announcing the ASHI Edge" by ASHI Staff. The right sidebar contains a "Tags" section with categories like Consumer Protection, ASHI Reporter, Health & Safety, Client Communication, and Business Development. There are also advertisements for Palm Tech Home Inspection Software and MIP.

## Digital Advertising 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 reserves the right to withhold delivery of emails based on the discretion of the Executive Director & Communications Director.

[To Advertise Click Here](#)