

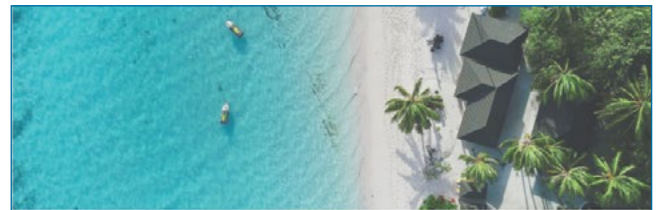


ASHI Reporter

The *Reporter* is ASHI's 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. The print magazine is mailed monthly to all 6000 active ASHI members, with most receiving their copy by mid-month.

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 version of the *Reporter*, the Newsroom features exclusive online articles for both ASHI members and home buying consumers. All articles published on the ASHI Newsroom have dedicated space for Affiliate advertising. Some articles receive additional promotion and engagement by being featured in ASHI social media posts and monthly e-Newsletter.



Home inspectors can have a strong influence on their clients by freely giving reliable, helpful information periodically throughout the year.

One way you can become a trusted resource is by creating a handbook to prepare their home before they take a trip or vacation. Be sure to brand the materials with your professional qualifications and memberships.

Keeping in touch throughout the year with your past and current clients will help you build trust and increase the value of your relationship. You can be a memorable, credible resource.

Creating a checklist can help your clients prepare their home for any vacation or extended time they will be away.

Search the Newsroom

- Tags**
- Consumer Protection
 - ASHI Reporter
 - Health & Safety
 - Client Communication
 - Business Development

Advertisement

PALM TECH
Home Inspection Software

ONLY \$50 FOR THE FIRST 90 DAYS

CUSTOM REPORTS FAST AND EASY

GET A FREE DEMO NOW

Advertisement

HIP

Buyers & Owners Members Education Resources About Join ASHI Newsroom FIND AN INSPECTOR

ASHI NEWSROOM

★ INDUSTRY NEWS AND UPDATES FROM THE AMERICAN SOCIETY OF HOME INSPECTORS, INC. ★

Latest News & Articles

Cleaning Your Gutters: 4 Ways to Avoid Costly Repairs

Your gutter system is a crucial component that works to keep water away from your home. To do this, however, they need to be correctly maintained and cleaned regularly. An often-dreaded chore among homeowners, cleaning your gutters can undoubtedly be one of the more tedious and dirty jobs as part of your responsibilities as a homeowner. Staying on top of proper gutter maintenance is

Market Sees Recent Relief, but Housing Shortage Still Looms Large

The 2021 real estate market continues to be full of surprises, with homebuyers catching a break between continued low mortgage rates and more homes unexpectedly being listed. While these short-term trends offer some hope for eager homebuyers, it is

Search the Newsroom

Home Checklist

Preparations for vacation long before you leave, you should also make sure that your home is secure when you're gone.

Water

Keep an eye on your home while you are away. Ask a neighbor, friend or relative to periodically or to stay there while you are gone. Be sure your home is being watched to remove any advertisements or newspapers that are left near or in front yard while you are away.

Call your plumber and tell them who else might be visiting your house (for example, landscaper, gardener, pet sitter).

Alert the manager of your vacation dates so they can be another monitor for you.

Make arrangements for any special services, like putting out and taking in trash on service days.

Care

Water and attention while you are gone. If you need to hire a pet sitter to take care of your home while you are away, you might want to interview them at your home to meet with your pets. Show them where to find all the supplies and create a list of needs. Include your phone number and where you will be staying.

Indoor plants and collect mail.

Choose a boarding service. Be sure to visit the place where your pet will stay and staff interacts with the animals in their care.

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](#)

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

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.

Newsroom Advertising Specs & Pricing

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

Affiliate Member Exclusive

Not offered to non-members

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.