



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.



When it comes to home inspection equipment, few items are as essential as ladders. Needed for most roof inspections, ladders are an important tool. But when ladders come in so many materials, lengths, duties, and varieties, it can be tough to determine which is best for your business.

A ladder is about more than convenience. According to the Consumer Commission, more than 500,000 people seek medical help for ladder-related injuries about 300 of those individuals die from their injuries, reports the Centers for Prevention. Such accidents are why, in 2017, the US and the American Ladder Industry declared National Ladder Safety Month.

Our research, including our survey of more than 1,100 home inspectors, to help you choose the right ladder and stay safe while using it.

The Right Ladder

To determine the most appropriate ladder for you and your job, including:

Considerations in more detail below.

Manufacturers produce ladders out of wood, fiberglass, and aluminum. For carrying and for inspecting properties, aluminum ladders are a lightweight and

When using a ladder, it is beside an electrical wire or other power source, using an extension cord or an electrical shock risk.

MATERIAL

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The arrival of Spring means the beginning of the real estate market's busiest season. It is the time of year when sellers begin to list their properties, and eager homebuyers accelerate their house-hunting process.

New Construction vs. Existing Home: Which is Better for You?

The decision to build or buy a home depends on many factors, including availability of building materials, as well as personal preference. Because of the higher cost, many people choose to remodel an existing home rather than build one from the ground up.

End of Winter Maintenance: Getting Your Home Ready for Spring

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4 Tips to Prepare Homebuyers for the Spring 2022 Real Estate Market

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New Construction vs. Existing Home: Which is Better for You?

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Editorial Calendar July 2022 – June 2023

JULY 2022

Main Topic: Technology

Special Focus: Home Inspection Licensing Trends

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

AUGUST 2022

Main Topic: Electrical

Special Focus: Exterior — Stone Veneer

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

SEPTEMBER 2022

Main Topic: Safety

Special Focus: Getting Involved

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

OCTOBER 2022

Main Topic: Crawl Spaces, Basements,
and Foundations

Special Focus: Lessons Learned

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

NOVEMBER 2022

Main Topic: InspectionWorld

Special Focus: Recognizing Veterans

Ads Due: **Oct 3** | Articles Due: **Sep 15**

DECEMBER 2022

Main Topic: Multi-Inspector Firms and Scaling Up

Special Focus: Appliances

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

JANUARY 2023

Main Topic: Finding Your Voice in the Industry

Special Focus: Mentorship

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

FEBRUARY 2023

Main Topic: Older Homes Vs. New Builds

Special Focus: The Dark Side of DIY

Ads Due: **Jan 2** | Articles Due: **Dec 15**

MARCH 2023

Main Topic: Expanding Your Vision (Cameras etc)

Special Focus: Volunteering

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

APRIL 2023

Main Topic: Plumbing

Special Focus: Starting a career in home inspection

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

MAY 2023

Main Topic: National Deck Month

Special Focus: Landscaping and Irrigation

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

JUNE 2023

Main Topic: Pool and Spa Inspections

Special Focus: Tips from home inspectors to first-time homebuyers

Ads Due: **May 1** | 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

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Reporter Advertising Specs & Pricing

Ad Space	Width	Height	Non Member Price	Affiliate Member Price
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
1/2 Page horizontal (<i>No Bleed</i>)	7.375"	4.875"	\$1350/mo	\$1080/mo
1/3 Page vertical (<i>No Bleed</i>)	3.25"	9.875"	\$1270/mo	\$1016/mo

20% DISCOUNT

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- All submitted artwork must be in CMYK and 300dpi resolution
- Please include a 1/8 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.
- 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.