

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 EDITORIAL CALENDAR

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:
Energy Efficiency

Special Focus:
Recognizing Veterans

Ads Due: Sep 29

Articles Due: Sep 16

December

**SPECIAL
MEMBERSHIP
ISSUE**

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:

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