
DIGITAL ADVERTISING

Media Kit 2021



AMERICAN SOCIETY OF HOME INSPECTORS

ASHI NEWSROOM

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

Latest News & Articles

Search the Newsroom

Keyword, Topic, Author, Title...



Advice From the Field



Roofing Tutorial For Home Inspectors: Inspecting Flat Roof to Wall Flashings

Advice From the Field



7 Ways to Negotiate Using Your Inspection Report

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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 versions of ASHI Reporter articles, the Newsroom also hosts online exclusive content such as industry news, updates from ASHI HQ and features written by industry leaders.

eNewsletter Readership

We send two eNewsletters a month: ASHI Update (which is sent on the 1st of the month) and ASHI Newsroom Brief (sent on the 15th of the month) Circulation is current member (approx. 7000) and an additional 16,000 subscribers that grows each and every day.

Dedicated Emails

We will send a dedicated email on your behalf to our members and other home inspectors who subscribe to our emails. You send us content and graphics and we'll apply to our ASHI Email Template for you. We'll send you a test email for your approval and then we'll schedule it out.

To advertise contact: communications@ashi.org

eNewsletter Advertising Specs & Pricing

| Space | Width | Height | 1 - 4 Months | 5 - 8 Months | 9 - 12 Months |
|---------------|-------|--------|--------------|--------------|---------------|
| Top Banner | 680px | 60px | \$320/mo | \$290/mo | \$260/mo |
| Mid-Banner 1 | 680px | 60px | \$300/mo | \$270/mo | \$240/mo |
| Mid-Banner 2 | 680px | 60px | \$275/mo | \$245/mo | \$215/mo |
| Bottom Banner | 680px | 60px | \$250/mo | \$220/mo | \$190/mo |

Advertising space only available in mid-month eNewsletter "ASHI Newsroom Brief"

ASHI Newsroom Advertising Specs & Pricing

| Space | Width | Height | 3 Month | 6 Months | 9 Months | 12 Months |
|------------------------------------|-------|--------|----------|----------|----------|-----------|
| Skyscraper (<i>all articles</i>) | 237px | 641px | \$300/mo | \$280/mo | \$260/mo | \$240/mo |
| Box (<i>all articles</i>) | 237px | 251px | \$210/mo | \$190/mo | \$170/mo | \$150/mo |
| Banner Ad (<i>Reporter</i>) | 741px | 123px | \$250/mo | \$210/mo | \$190/mo | \$170/mo |
| Box (<i>Reporter</i>) | 265px | 249px | \$180/mo | \$160/mo | \$140/mo | \$120/mo |

Dedicated Email Pricing

| Space | ASHI Creates HTML |
|------------------------|-------------------|
| Branded Email Template | \$4000 |

Digital Advertisement 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.

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