
MEDIA KIT 2021

Print & Digital Advertising Guide



AMERICAN SOCIETY OF HOME INSPECTORS

PRINT ADVERTISING

Media Kit 2021



AMERICAN SOCIETY OF HOME INSPECTORS



ASHI Reporter Magazine

The ASHI *Reporter* is the publication that brings all home inspection components and industry trends together. We encourage and challenge our readers to break free of their established work routines to look for new solutions and performance breakthroughs.

Each issue of the ASHI *Reporter* includes industry news, topical columns and departments, technical focuses, marketing information, and interesting columns from industry experts.

ASHI Reporter Readership

- More than 90% of our readership is comprised of home inspection company owners.
- 85% of readers hold onto their copies for reference long after the monthly issue has come out.
- Available in print and online.
- In addition to our subscribers, the ASHI *Reporter* is delivered to various partner/allied organizations.

Allied/Partner Organizations

AARST-NRPP

AUSPL

AUVSI

BESI

BPI

CAHPI

CEA

Consumer Reports

CREIA

CRRR

CSIA

EIA

EPA

EBPHI

FABI

FEMA

Healthy Indoors Magazine

IAQA

ICC

JSHI

Kansas State

University

Living In Place Institute

NADRA

NAR

NCSG

NEHA

NORMI

NRAP

NRSB

NYSWDA

Office of Lead

Hazard Control
and Healthy Homes

Pool & Hot Tub
Alliance

US DOE

US HUD

US VA

Reporter Advertising Specs & Pricing

Space	Width	Height	1 Month	3 Months	6 Months
2-Page Spread	15.75"	9.875"	\$3420/mo	\$3085/mo	\$2755/mo
Full Page	7.375"	9.875"	\$2205/mo	\$1960/mo	\$1765/mo
Inside Front Cover	7.375"	9.875"	\$2205/mo	\$1960/mo	\$1765/mo
Inside Back Cover	7.375"	9.875"	\$2205/mo	\$1960/mo	\$1765/mo
Outside Back Cover	7.375"	9.875"	\$2205/mo	\$1960/mo	\$1765/mo
Half Page	3.604"	8.835"	\$1830/mo	\$1655/mo	\$1465/mo
1/3 Page	2.35"	8.835"	\$1545/mo	\$1430/mo	\$1270/mo



ASHI Affiliates receive 20% discount on all advertising

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

- Annual Subscription to the ASHI *Reporter*
- Affiliate Profile and listing on the ASHI Website
- 20% off advertising in ASHI *Reporter*
- Inclusion in Affiliate promotional email sent to ASHI E-list quarterly

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 of 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.

To advertise contact: communications@ashi.org

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.

To advertise contact: communications@ashi.org