

ASHI

AMERICAN SOCIETY OF HOME INSPECTORS

2018-2019 MEDIA PLANNER

www.ashi.org

ADVERTISING CONTACT INFORMATION

Dave Kogan
Director of Marketing
ASHI
932 Lee Street
Des Plaines, IL 60016
847.954.3187
davek@ashi.org



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ADVERTISING OPPORTUNITIES

Display Advertising
eNews Advertising
Online Advertising
Sponsorship
Tip-On Advertising
Tip-Off Advertising
Belly Bands
Poly Bags
Dedicated Emails
Social Media
Video Sponsorship



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, spotlights on upcoming conferences and interesting columns from industry experts.

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About ASHI

Our readers find the *ASHI Reporter* to be more in-depth and engaging than other home inspector trade magazines and newsletters and more accessible and broad based than sponsor driven publications. The editorial content is written by industry experts and practitioners, carefully edited by the ASHI editorial team and reviewed by our Technical Review Committee.

ASHI Reporter is known throughout the industry for its in-depth front line reporting of the most-up-to-date technical and technological issues within the profession.

The *ASHI Reporter* is the one publication that brings the entire home inspection profession together. The *ASHI Reporter* delivers your advertising message from the CEOs of industry-leading franchises to the boots on the ground who inspect homes and commercial properties all throughout the United States, Canada and around the globe. Our readers include **Home Inspectors, Franchise Operators, Multi-Inspector Firms, C-Suite, Educators, Peripheral Industry Leaders, Allied Association Executives, E&O Insurance Providers, Radon Manufacturers and Mitigation Experts, Infrared Technology Professionals, Indoor Air Quality Professionals, Electricians, Plumbers, General Contractors, Trades Professionals, and Friends of ASHI.**



About ASHI

ASHI REPORTER READERS

- More than 90% of our readership is comprised of home inspection company owners
- **ASHI REPORTER** readers are predominantly home inspectors and offer at least one additional ancillary service in addition to home inspection.
- 85% of the **ASHI REPORTER** readership hold onto their copies for reference long after the monthly issue has come out.
- The **ASHI REPORTER** is available in print and

In addition to our subscribers, the **ASHI REPORTER** is delivered to selected members of the Association of Unmanned Vehicle Systems International, North American Deck & Railing Association, Living in Place Institute, Department of Housing & Urban Development, Department of Energy and more.

ASHI
Allied
Associations



NCSG



U.S. DEPARTMENT OF ENERGY

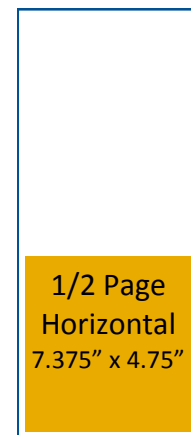
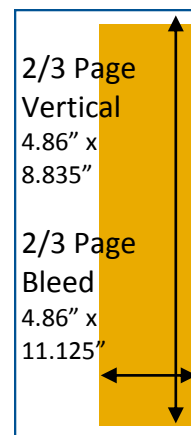
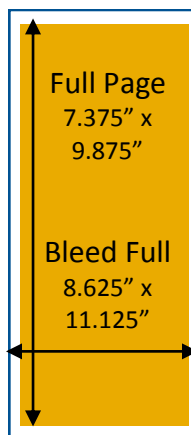
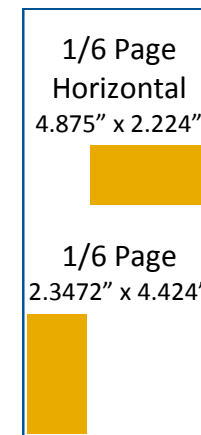
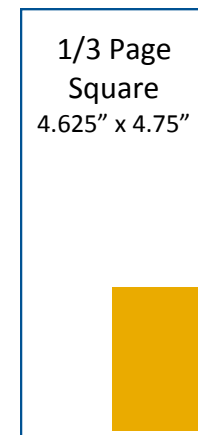
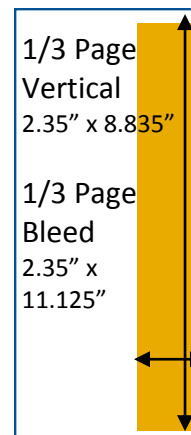
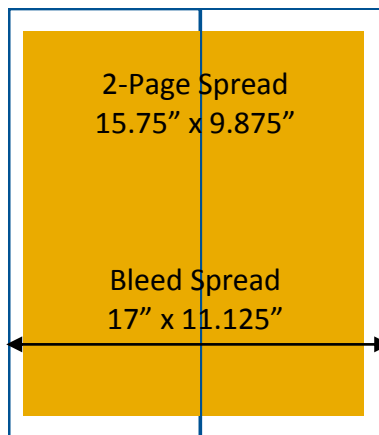


Our Reach: ASHI's audience is engaged and focused on growing and improving their businesses and the home inspection profession through traditional and emerging marketing methods.

How We Reach:

-  **ASHI REPORTER MONTHLY PRINT MAGAZINE:** 8,400 SUBSCRIBERS MONTHLY + BONUS DISTRIBUTION AT INDUSTRY & PERIPHERAL CONFERENCES & EVENTS
-  **FIRST THING & ANOTHER THING eNEWSLETTERS:** 23,500 OPT-IN EMAIL SUBSCRIBERS (TWICE A MONTH)
-  **ASHI INSPECTION FACEBOOK PAGE:** 9,401 LIKES | 9,371 FOLLOWERS | ASHI Group: 709 members
-  **ASHI PROFESSIONAL HOME INSPECTORS GROUP:** 1,765 MEMBERS
-  **ASHI YOUTUBE:** 306 SUBSCRIBERS 86 Videos
-  **ASHI NEWSROOM:** 1219 ARTICLES | 2-3 ARTICLES PUBLISHED DAILY
-  **ASHI ONLINE REPORTER AT ISSUU.COM:** 19,401 READS | 256,360 IMPRESSIONS | 50 FOLLOWERS SINCE 12.14
-  **ASHI.ORG:** 84,000 MONTHLY VISITORS
-  **ASHI INSPECTION TWITTER PAGE:** 3,952 FOLLOWERS
-  **ASHI INSTAGRAM:** 136 FOLLOWERS AND GROWING
-  **ASHI PINTEREST PAGE:** 5.5K MONTHLY VIEWS | 826 PINS | 50 BOARDS | 280 FOLLOWERS

Space Unit Specs Print Advertising	Width	Height
2-Page Spread	15.75" <i>Bleed: 17"</i>	9.875" <i>Bleed: 11.125"</i>
Full Page, Inside Front & Back Cover, Back Cover	7.375" <i>Bleed: 8.625"</i>	9.875" <i>Bleed: 11.125"</i>
2/3 Page Vertical	4.86" <i>Bleed: 11.125"</i>	8.835"
1/2 Page Vertical	3.604" <i>Bleed: 11.125"</i>	8.835"
1/2 Page Horizontal	7.375"	4.75"
1/3 Page Vertical	2.35" <i>Bleed: 11.125"</i>	8.835"
1/3 Page Square	4.625"	4.75"
1/6 Page Vertical	2.3472"	4.424"
1/6 Page Horizontal	4.875"	2.224"



- All images within an ad **MUST BE 300 DPI (high resolution)**
- Must use Black at 100% Black or for a Deeper Black use 100% Black / 30% Cyan
- Please do not use a 4-color mix for Black.

File Formats

Files are preferred in the following formats: PDF, JPEG or TIFF files emailed or on disc. For color ads, use CMYK.

Proofs are required with all submissions. Printing method is "web". Binding is saddle stitched.

Magazine Trim Size: 8.375" x 10.75"

Affiliate Members take 20% off listed rate

Ad Size	Full Color		
	1-4x	5-8x	9-12x
Center Spread	\$3420	\$3085	\$2755
Back Cover	\$2205	\$1960	\$1765
Inside Front Cover	\$2065	\$1920	\$1710
Inside Back Cover	\$1830	\$1655	\$1465
Full Page	\$1680	\$1510	\$1355
2/3 Page	\$1545	\$1430	\$1270
1/2 Page	\$1115	\$980	\$910
1/3 Page	\$770	\$715	\$635
1/6 Page	\$685	\$625	\$535

Package Pricing

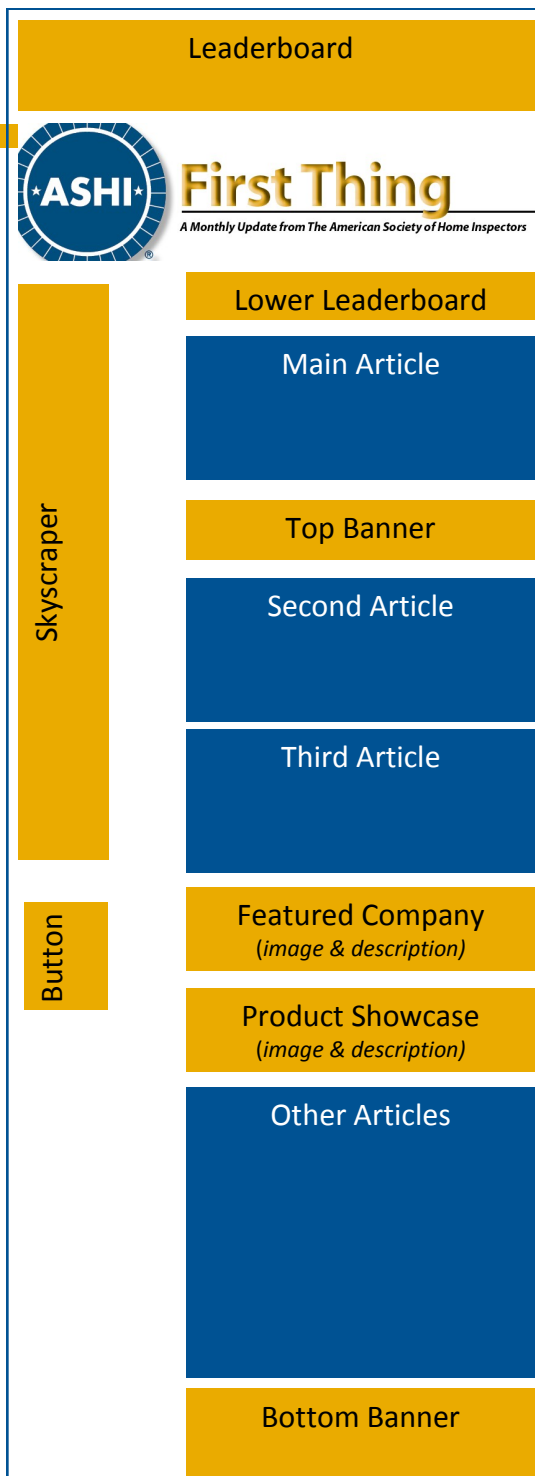
Contact Dave Kogan, Director of Marketing & Business Development, for package pricing for advertising in the *ASHI Reporter*, *First Thing* e-newsletter, *Another Thing* e-newsletter, and on ASHI's websites:
www.homeinspector.org and
www.ashireporter.org.

davek@ashi.org
 847.954.3187

*Get noticed and be ahead of the competition with specialty advertising promotions.
 Call Dave Kogan, 847.954.3187, to get pricing for:*

- *Tip-Ons (an extra cover for the ASHI Reporter)*
- *Tip-Ins (a page, card, brochure, etc. inserted into the magazine)*
- *Belly Bands (a special advertising ring around the outside of the magazine)*
- *Poly Bags (send a brochure along with the ASHI Reporter by bagging the magazine with your promotional material)*

Space Unit Specs Online Advertising	Width x Height (pixels)
Leaderboard	680 x 60
Lower Leaderboard	468 x 60
Skyscraper	180 x 600
Top Banner	468 x 60
Bottom Banner	468 x 60
Button	180 x 110
Featured Company	200 x 150 (image) Includes description
Product Showcase	200 x 200 (image) Includes description



2018-2019 MEDIA PLANNER

Affiliate Members take 20% off listed rate

First Thing & Another Thing Ad Sizes	# OF MONTHS		
	1-4x	5-8x	9-12x
	<i>All prices x2 if wanted in both emails</i>		
Leaderboard	\$380	\$350	\$320
Lower Leaderboard	\$360	\$320	\$300
Skyscraper	\$350	\$320	\$290
Top Banner	\$300	\$270	\$240
Bottom Banner	\$275	\$245	\$215
Button (Box)	\$260	\$230	\$200

ASHI.org	3 months	6 months	9 months	12 months
Banner Ad (468 x 60px)	\$1200	\$2100	\$2700	\$3000

ASHIReporter.org	6 months	12 months
Skyscraper Ad (<i>Home Page</i>) (180 x 600px)	\$1650	\$2700
Button Ad (<i>Inside Pages</i>) (180 x 110px)	\$1350	\$2100

Advertiser

Contact Person Name

Title

Address

City

State/Province

Zip/Postcode

Phone

Email

Billing address, if different than advertiser address above:

Address

City

State/Province

Zip/Postcode

Payment

☐ Check Check#: _____
(make checks payable to ASHI)

☐ Credit

☐ AMEX ☐ Discover ☐ MC ☐ Visa

Credit Card Number:

_____ - _____ - _____ - _____

Exp. Date: ____ / ____ CVV: _____

Cardholder Name

Cardholder Signature

Date

The signature of the advertiser and/or agents or representatives acknowledges the contract terms and conditions presented on the ASHI® Media Kit '18-'19 and Terms and Conditions. ASHI will not be bound by any terms and conditions, printed or otherwise, appearing on any other contract, orders or copy instructions that conflict with the accepted contract terms and conditions.

Signature (required)

Date

The signature of the advertiser and/or agents or representatives acknowledges the contract terms and conditions presented on the ASHI® Media Kit '18-'19 and Terms and Conditions.

Payment terms are net 30 days from invoice date. A 1.5% late charge will apply on all past-due balances.

ISSUE	Reporter Ad Size	Reporter Ad Cost	First Thing Ad Cost	Another Thing Ad Cost	Website Ad Cost	Other Ad Cost	Total
October 2018		\$	\$	\$			
November 2018		\$	\$	\$			
December 2018		\$	\$	\$			
January 2019		\$	\$	\$			
February 2019		\$	\$	\$			
March 2019		\$	\$	\$			
April 2019		\$	\$	\$			
May 2019		\$	\$	\$			
June 2019		\$	\$	\$			
July 2019		\$	\$	\$			
August 2019		\$	\$	\$			
September 2019		\$	\$	\$			
October 2019		\$	\$	\$			
November 2019		\$	\$	\$			
December 2019		\$	\$	\$			

Email, Fax, or Mail
signed insertion order to:

ASHI
Attn: Dave Kogan
932 Lee Street
Des Plaines, IL 60016

Phone: 847.954.3187
Fax: 847.759.1620
Email: davek@ashi.org

Grand Total: _____

Issue	Main Article	Technical	Marketing	Special Focus	Spotlight	Bonus Distribution
October 2018	Sewer System Infrastructure Failures	Is Re-nailing the Roof Sheathing Really Needed?	Setting Up Online Booking Systems	The Need for Neutralization	InspectPAC	Remodeling Deck Expo, LDC, InspectionFuel, NAR
November 2018	Radon Awareness	Smoke Detectors	The Importance of Sponsorships	The Importance of Joining Local Chapters	IW2019 Education	St. Louis, Heartland
December 2018	Lead in Water Crisis in Homes & Schools	Brick Veneer	Applica Home Wizard	The Value of Continuing Education (Preferred Ed)	What to Expect at IW2019	FABI, InspectionWorld
January 2019	Everything IW2019	Factory Built Fireplaces	Being a One-Stop Shop (Monroe)	Preparing for Retirement Now (Foresters)	Call for Speakers IW2020	InspectionWorld
February 2019	Flat Roof to Wall Flashings (John Cranor)	Boiler Tech: Pressure Reducing Valves	Home Inspection Software (Selection)	Home Energy Score	Importance of ASHI Chapter Events	3 Days, Long Island & MAHI, HITA
March 2019	IW Recap	Sump Pumps	Building a Referral Strategy	Smart Homes	AUVSI Xponential	OAHI, Ohio Inspectors, HITA, FABI
April 2019	Log Homes (Bronson)	Service Entrance Wires	Creating a DIY Website	Home Inspection Month	CREIA Conference	AUVSI, CREIA, Great Lakes
May 2019	Encapsulated / Conditioned Crawlspaces	Hot Dimmer Switches	Leave Behinds Go A Long Way	Deck Safety Month	Summer Conferences	AUSPL
June 2019	Green Building	GFCIs	Should I Be On Social Media?	Building a Multi-Inspector Firm	SE Home Inspector Conference	FABI, ECBC
July 2019	Health Hazards in Crawlspaces & Attics	Branch Circuit Wiring: Wire Types	5 Steps to Building Your Home Inspection Business	Personal Protection Equipment (PPE)	Leadership Development Conference	Great Lakes
August 2019	The Importance of Joining Local Chapters	Water Quality	PR Strategy 101	Being an Expert Witness	FABI Conferences	
September 2019	Testing For and Types of Mold in Homes	Sewage Ejector Pumps	How to Differentiate Yourself	Disaster Inspections	IW New Orleans	AARST, FABI, SE Home Inspectors Conference
October 2019	Wet Basement Issues	Structure: Columns Part 1	Scheduling your Social Media Posts	How to Market IR to Client (Monroe)	State Associations	NAR, Remodeling Deck, LDC
November 2019	Inspecting Historic Homes	Structure: Columns Part 2	Business Planning 101	Same House Second Inspection	Online Meeting Groups	Chapters, InspectionFuel, GreenBuild
December 2019	Recent Changes to Water Heaters	Electric Water Heaters	3 Ways to Increase Productivity	What is a PAC and how is it helping home inspectors	What to Expect at IW2020	FABI, IW