

# ASHI Advertising Kit

Print, Web and E-mail Advertising

# 2008-09



Advertising opportunities in the  
premier publications and Web  
sites for home inspectors.

Presented by the  
American Society of Home Inspectors.



# ASHI Advertising Opportunities

The *ASHI Reporter* magazine is published monthly in print and online at [www.ASHIReporter.org](http://www.ASHIReporter.org).



- Each full color issue is 48 or more pages.
- Content is 100 percent home inspector-related.
- Print circulation is approximately 6,000 home inspectors.
- Online averages 4,187 visits each month.
- Subscription is covered in ASHI Membership dues.
- Several hundred non-members are paid subscribers.



## The ASHI Web site ([www.HomeInspector.org](http://www.HomeInspector.org)) averages each month...

- more than 22,500 unique visitors, including current and prospective home inspectors.
- has excellent placement with all major Internet search engines including Yahoo, Google, Lycos and America Online.
- offers an excellent opportunity to reach potential and new home inspectors who may not have made decisions about training, report writing systems, tools or other home inspection-related products and services.



## The Inspector monthly e-newsletters

- Two editions, one for ASHI Associates and one for ASHI Certified Inspectors.
- Sole sponsorship takes your unique message to specific categories of ASHI's membership.



For more information contact Sandy Bourseau, ASHI director of communications, at ASHI HQ by e-mail ([sandyb@ashi.org](mailto:sandyb@ashi.org)) or phone (847-954-3179).

# ASHI Reporter **Ad specifications for print and online**

Effective October 2008

## Print ads for the *ASHI Reporter*

### Print ad dimensions, width by height

- Center spread ..... 15.5" x 10"  
(Center spread bleed is 17.25" x 11.25")
- Full page ..... 7" x 10"  
(Full page bleed is 8.75" x 11.25")
- 1/2 page ..... 7" x 5"  
(1/2 page bleed is 8.75" x 11.25")
- 1/2 page spread ..... 15.5" x 5"  
(1/2 page bleed is 17.25" x 5.125")
- 1/3 page (horizontal)..... 4.6" x 5"
- 1/3 page (vertical) ..... 2.25" x 10"
- 1/6 Page..... 2.25" x 5"

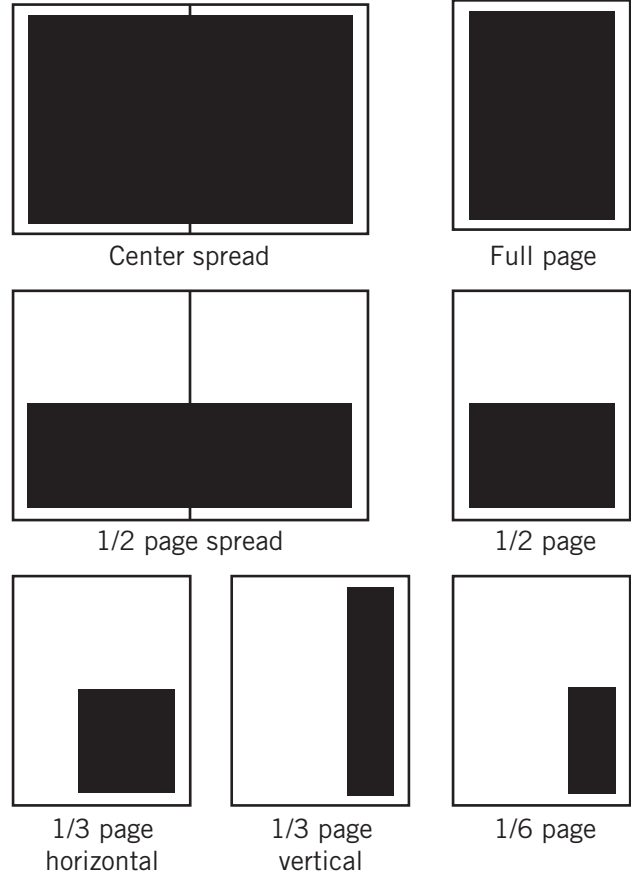
### File formats

Files are preferred in the following formats:  
PDF, JPEG or TIFF files e-mailed or on  
disk. For color ads use CMYK.

Proofs are required with all submissions.

Printing method: sheet-fed  
Binding: saddle stitched

Trim size: 8.5" x 11"



**Send ad files to:**  
Judy Delvoe, judyd@ashi.org  
ASHI, 932 Lee St.  
Des Plaines, IL 60016  
847-954-3186

## Ads for [www.ASHIReporter.org](http://www.ASHIReporter.org)

### ASHIReporter.org ad dimensions:

- Skyscraper ..... 120 x 480 pixels
- Button ..... 125 x 125 pixels

### File formats

JPEG or GIF files



# ASHI Reporter **Ad rates for print and online**

Effective October 2008

## Print ad rates for the *ASHI Reporter*

Rates are shown in Membership/Non-Membership and number of insertions (1-4x, etc.)

Ad size	Black & White			Full Color		
	1-4x	5-8x	9-12x	1-4x	5-8x	9-12x
Full page	\$975/1220	\$882/1100	\$782/980	\$1220/1525	\$1100/1375	\$985/1230
1/2 page spread	\$1072/1347	\$970/1237	\$860/1138	\$1342/1675	\$1210/1512	\$1083/1424
1/2 page	\$650/810	\$560/715	\$500/660	\$815/1010	\$725/895	\$650/825
1/3 page	\$425/535	\$385/480	\$340/425	\$555/695	\$500/625	\$445/556
1/6 page	\$305/381	\$275/345	\$245/306	\$398/498	\$358/448	\$318/398
Inside front cover	N/A	N/A	N/A	\$1500/1875	\$1395/1744	\$1245/1556
Inside back cover	N/A	N/A	N/A	\$1330/1663	\$1200/1500	\$1065/1331
Back cover	N/A	N/A	N/A	\$1600/2000	\$1495/1870	\$1345/1682
Center spread	N/A	N/A	N/A	\$2500/3100	\$2250/2800	\$2000/2500

**Premium Positions** (Inside front cover, inside back cover, back cover and center spread) will be rotated among requesters, with previous advertisers/requesters and ASHI Affiliates given preferred consideration.

**Guaranteed positions** (other than premium positions) Earned space rate plus 15%.

**Terms and Conditions**, see last page.

## Online ad rates for [www.ASHIReporter.org](http://www.ASHIReporter.org)

Button (125x125 pixels)			Skyscraper (120x480 pixels)		
1-4x	5-8x	9-12x	1-4x	5-8x	9-12x
\$305/375	\$275/348	\$245/310	\$555/695	\$500/625	\$445/560

One button and one skyscraper ad are available each month on [www.ASHIReporter.org](http://www.ASHIReporter.org).

Ads appear on all viewed pages. Number of insertions can be combined with print ad insertions to receive the best rate.

**Send all ad files to:** Judy Delvoye, [judyd@ashi.org](mailto:judyd@ashi.org)  
 ASHI, 932 Lee St.  
 Des Plaines, IL 60016  
 847-954-3186

## Closing dates for all ads

Issue	Reserve space	Ads due
Oct. '08	Aug. 15	Sept. 1
Nov. '08	Sept. 15	Oct. 1
Dec. '08	Oct. 15	Nov. 1
Jan. '09	Nov. 15	Dec. 1
Feb. '09	Dec. 15	Jan. 1
Mar. '09	Jan. 15	Feb. 1
April '09	Feb. 15	Mar. 1
May '09	Mar. 15	April 1
June '09	April 15	May 1
July '09	May 15	June 1
Aug. '09	June 15	July 1
Sept. '09	July 15	Aug. 1
Oct. '09	Aug. 15	Sept. 1
Nov. '09	Sept. 15	Oct. 1
Dec. '09	Oct. 15	Nov. 1

# ASHI Reporter **Insertion order for print and online**

Effective October 2008

Advertiser \_\_\_\_\_

Contact Person Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

## Fax or mail signed insertion order to:

Sandy Bourseau  
ASHI, 932 Lee Street  
Des Plaines, IL 60016

**Fax:** 847-299-2505

**Phone:** 847-954-3186

**E-mail:** sandyb@ashi.org

Issue	ASHI Reporter print ad size <i>(Full, spread, 1/2, /3 or 1/6 page)</i>	Premium or special position request	Black & white or full color	ASHI Reporter.org ad size <i>(Vertical or button)</i>	Cost per month
Oct. '08					
Nov. '08					
Dec. '08					
Jan. '09					
Feb. '09					
Mar. '09					
Apr. '09					
May '09					
June '09					
July '09					
Aug. '09					
Sept. '09					
Oct. '09					
Nov. '09					
Dec. '09					

## Payment

Check                      Check#: \_\_\_\_\_

*Make checks payable to ASHI*

AMEX                       Discover

MasterCard               Visa

Credit Card Number:

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration date: \_\_\_\_ / \_\_\_\_

Cardholder name \_\_\_\_\_

Cardholder signature \_\_\_\_\_

/ \_\_\_\_\_  
Date

Advertiser Signature (required) \_\_\_\_\_

Date

Accepted by ASHI \_\_\_\_\_

Date

The signature of the advertiser and/or agents or representatives acknowledges having read and expressly accepted the contract terms and conditions presented on the ASHI® Web site Advertising Rate Card '08-'09 and Terms and Conditions. ASHI will not be bound by any terms or conditions, printed or otherwise, appearing on any other contract, orders or copy instructions that conflict with the accepted contract terms and conditions.

# www.HomeInspector.org & The Inspector

## Advertising rates and specifications

Effective October 2008

### HomeInspector.org ads

All ads rotate at the top of all public and members only pages on HomeInspector.org.

#### Size/Specifications

468 x 60 pixels, File format required: Gif



Ads are directly linked to the advertisers URL. Animated ads are permitted. Associates, Certified Inspectors and Affiliates all qualify for the Membership rate. Ads must be approved by ASHI.

#### Rates

Web advertising banners are sold in pay-per-click Membership and NonMembership packages. All ads appear on HomeInspector.org.

Rates are shown in Membership/Non-Membership and number of insertions (1-4x, etc.)

Package	Total price	Click throughs	Rate
#1	\$250	167/147	\$1.50/1.70 per click
#2	\$500	500/417	\$1.00/1.20 per click
#3	\$1,000	1250/1000	\$.80/1.00 per click

### The Inspector sponsorships

#### Rate includes:

- button near top of e-newsletter
- 25-word product or service description and link at end of e-newsletter

Ads are sold on a per issue basis.

#### Size/Specifications

130 x 130 pixels, Gif or JPEG file



Ads are directly linked to the advertisers URL. Animated ads are permitted. Associates, Certified Inspectors and Affiliates all qualify for the Membership rate. Ads must be approved by ASHI.

#### Rates

Rates are shown in Membership/Non-Membership and number of insertions (1-4x, etc.)

1-4x	5-8x	9-12x
\$300/375	\$250/325	\$200/275

**Send all ad files to:** Judy Delvoe  
 judyd@ashi.org  
 ASHI, 932 Lee St.  
 Des Plaines, IL 60016  
 847-954-3186

# www.HomeInspector.org & The Inspector Insertion Order

Effective October 2008

Advertiser \_\_\_\_\_

Contact Person Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Advertising agency name, if applicable \_\_\_\_\_

Contact Person Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

*No commissions or discounts to agencies.*

## www.HomeInspector.org ads

Package# (1, 2 or 3)	Price
	\$

## The Inspector e-newsletter sponsorship

Month	Associate Edition	Certified Edition	Cost per month
Oct. '08			
Nov. '08			
Dec. '08			
Jan. '09			
Feb. '09			
Mar. '09			
Apr. '09			
May '09			
June '09			
July '09			
Aug. '09			
Sept. '09			
Oct. '09			
Nov. '09			
Dec. '09			

## Payment

Check                      Check#: \_\_\_\_\_

*Make checks payable to ASHI*

AMEX                       Discover

MasterCard               Visa

Credit Card Number:

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration date: \_\_\_\_ / \_\_\_\_

Cardholder name \_\_\_\_\_

Cardholder signature \_\_\_\_\_

/ \_\_\_\_\_  
Date

### Fax or mail signed insertion order to:

Sandy Bourseau  
ASHI, 932 Lee Street, Des Plaines, IL 60016

**Fax:** 847-299-2505

**Phone:** 847-954-3186

**E-mail:** sandyb@ashi.org

Advertiser Signature (required) \_\_\_\_\_ Date \_\_\_\_\_

Accepted by ASHI \_\_\_\_\_ Date \_\_\_\_\_

The signature of the advertiser and/or agents or representatives acknowledges having read and expressly accepted the contract terms and conditions presented on the ASHI® Web site Advertising Rate Card '08-'09 and Terms and Conditions. ASHI will not be bound by any terms or conditions, printed or otherwise, appearing on any other contract, orders or copy instructions that conflict with the accepted contract terms and conditions.

# ASHI Advertising Contract Terms and Conditions

Effective October 2008

## Right of Refusal

All advertisements are subject to approval. ASHI reserves the right to reject or cancel any and all advertising at any time at its sole discretion. This includes advertising the publisher believes is not in keeping with the publication's standards, policies and principles. In such event, ASHI will return any unused advertising fees paid. The words "paid advertisement" will be placed above any advertisement that resembles editorial content or may be mistaken for editorial content.

## Insertion Order

No advertisement will be accepted without signed insertion order.

## Rate and Contract Changes

Proper notification will be given of any rate changes, and contracts may be canceled at the time the change in rate becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of cancellation.

## Cancellations

No cancellations will be accepted after the closing dates. Contracts may be canceled by advertisers or the publisher on written notice prior to closing date.

## Short Runs

In the event an advertiser is granted a discount rate based on multiple insertions or a number of clicks-through package and then does not run the advertisement for the specified number of insertions or clicks-through, advertiser agrees to pay for the advertisements that ran or clicks-through that occurred at the rate applicable to that number.

## Placement

ASHI does not guarantee or agree to place the advertisement in a specific position in the ASHI Reporter, unless advertiser reserves a specific position and it is approved by ASHI.

## Modifications and Additional Charges

Service charges will be applied if it is necessary to modify advertisement materials or if changes are made at the request of the advertiser. Advertisements created by ASHI will be submitted to the advertiser for approval.

## Publisher's Protective Clause

Advertiser assumes all responsibility for the content of its advertisements and for the obligations of its agents or representatives. The advertiser agrees to be solely liable for the content of its advertising.

Advertiser hereby agrees to indemnify the American Society of Home Inspectors, Inc.® (ASHI), ASHI's Board of Directors, the ASHI Reporter, and the editorial/advertising staff and to defend and hold them harmless from any and all claims or suits of any kind that may be asserted against them by others by reason of the content of any advertisement published in the ASHI Reporter.

The liability of ASHI, ASHI's Board of Directors, the ASHI Reporter, the ASHI Web site and ASHI's editorial/advertising staff for any error for which they may be held legally liable shall not exceed the cost of the advertising space. Any reference to the American Society of Home Inspectors, ASHI, or use of the ASHI logo, in advertisement shall include the use of the symbol ®.

## *Additional ASHI Reporter terms and conditions*

### Payment and Terms

Full payment is due to ASHI for the initial advertisement in the ASHI Reporter from a new advertiser or agency at the time of the insertion order. New is defined as not having advertised within the previous 12 months. Thereafter, the advertiser will be invoiced for each insertion of a multiple insertion order on the issue mailing date. If any bill is more than ninety (90) days overdue, future advertising shall be suspended and advertiser agrees to pay reasonable attorney's fees and costs for collection.

## *Additional Web site advertising terms and conditions*

### Payment and Terms

Full payment is due for an advertisement on the Web site before the campaign begins. There are no refunds for unused click-throughs, unless ASHI cancels the campaign.