

Media Kit

2015-2016

THE OFFICIAL VOICE OF THE AMERICAN SOCIETY OF HOME INSPECTORS WWW.ASHI.ORG



ALL THE RIGHT BUYERS
ALL IN ONE PLACE



AMERICAN SOCIETY OF HOME INSPECTORS

PRINT MEDIA | DIGITAL MEDIA | INSPECTIONWORLD



Why Advertise with ASHI?

- You reach a highly targeted group of home inspectors who want to know about what you have to offer.
- You know your audience is there because members cite *ASHI Reporter* and ASHI websites as leading reasons to belong.
- You communicate with home inspectors nationwide.
- You are identified with the oldest and most respected home inspector association in North America.
- You influence inspectors from those just entering the profession to seasoned home inspection professionals, all with buying power.
- You can create cross-media campaigns: print, online, e-mail and InspectionWorld

Reach Home Inspectors 4 Ways:

1 ASHI Reporter Magazine

The ASHI Reporter magazine is published monthly in print and online at www.ashireporter.org.

- 40+ pages and full color
- 100% home inspector related
- Over 5,600 print issues sent out each month



2 ASHI Website (www.ashi.org)

Here's an excellent opportunity to reach potential and new home inspectors who may need training, report writing systems, tools, insurance, or other home inspection related products and services.

3 First Thing e-Newsletter

The ASHI monthly e-newsletter is chock full of information for all our members about that latest happenings within ASHI, The ASHI School, and programs offered to our members.



First Thing
A Monthly Update from The American Society of Home Inspectors

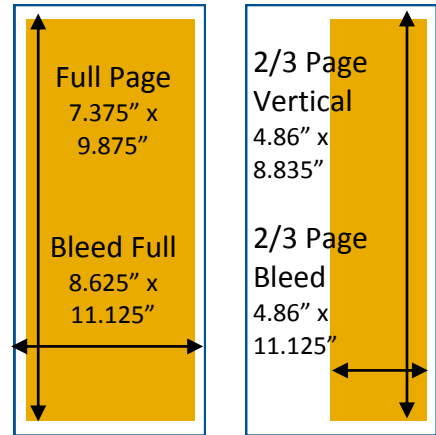
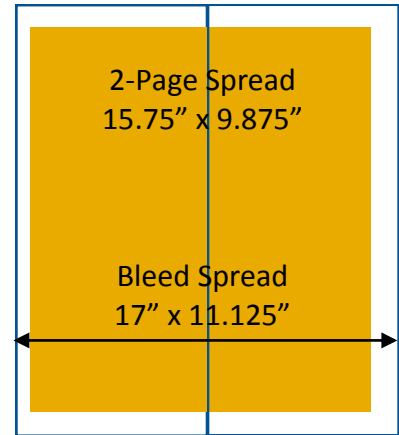
4 InspectionWorld

Our annual expo and conference is the most respected and largest educational conference for the home inspection industry. Exhibiting, sponsorships, and ad opportunities help you get in front of the industry's movers and shakers.



Ad Specifications for Print

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"	8.835" <i>Bleed: 11.125"</i>
1/2 Page Vertical	3.604"	8.835" <i>Bleed: 11.125"</i>
1/2 Page Horizontal	7.375"	4.75"
1/3 Page Vertical	2.35"	8.835" <i>Bleed: 11.125"</i>
1/3 Page Square	4.625"	4.75"
1/6 Page Vertical	2.3472"	4.424"
1/6 Page Horizontal	4.875"	2.224"

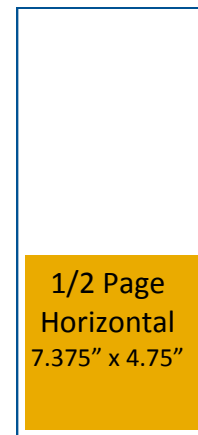
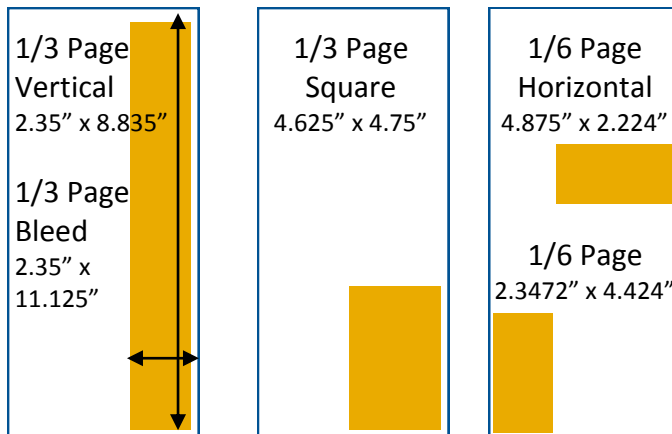


File Formats

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"



- 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.

Ad Rates for ASHI Reporter Magazine

Print Ad Rates for the ASHI Reporter

Rates are shown in Member/Non-Member and number of insertions (1-4x, 5-8x, 9-12x)

Ad Size	Black & White			Full Color		
	1-4x	5-8x	9-12x	1-4x	5-8x	9-12x
Center Spread	N/A	N/A	N/A	\$2625/\$3255	\$2360/\$2940	\$2100/2625
Back Cover	N/A	N/A	N/A	\$1680/\$2100	\$1565/\$1960	\$1410/\$1765
Inside Front Cover	N/A	N/A	N/A	\$1575/\$1965	\$1460/\$1830	\$1305/1630
Inside Back Cover	N/A	N/A	N/A	\$1395/\$1745	\$1260/\$1575	\$1115/\$1395
Full Page	\$1025/\$1280	\$925/\$1150	\$825/1030	\$1280/\$1600	\$1155/\$1440	\$1030/\$1290
2/3 Page	\$960/\$1175	\$870/\$1090	\$775/\$970	\$1200/\$1470	\$1090/\$1360	\$970/\$1210
1/2 Page	\$685/\$850	\$610/\$800	\$545/\$690	\$855/\$1060	\$760/\$935	\$680/\$865
1/3 Page	\$480/\$590	\$435/\$545	\$390/\$485	\$600/\$735	\$545/\$680	\$485/\$605
1/6 Page	\$420/\$525	\$370/\$460	\$330/\$410	\$525/\$655	\$460/\$575	\$410/\$510

ANCILLARY DISPLAY ADVERTISING OPPORTUNITIES

Contact Dave Kogan at davek@ashi.org for Pricing

Ride-Along/Poly-Bag: Deliver your ad collateral with the *ASHI Reporter*

Inserts: Perforated postcard for full-page insert

Belly Band: Premium position wrapped around the cover of the *ASHI Reporter*

Tip-Ons: Try our thumb-stopping cover to promote your company, products or services

Spotlight Advertorial: Exclusive 1 per month—includes: 2-Page Spread, eBlast, web package and PDF

Reprints: Pair your advertising and our edit for a customized sales tool or handout

Ad Specifications for Online

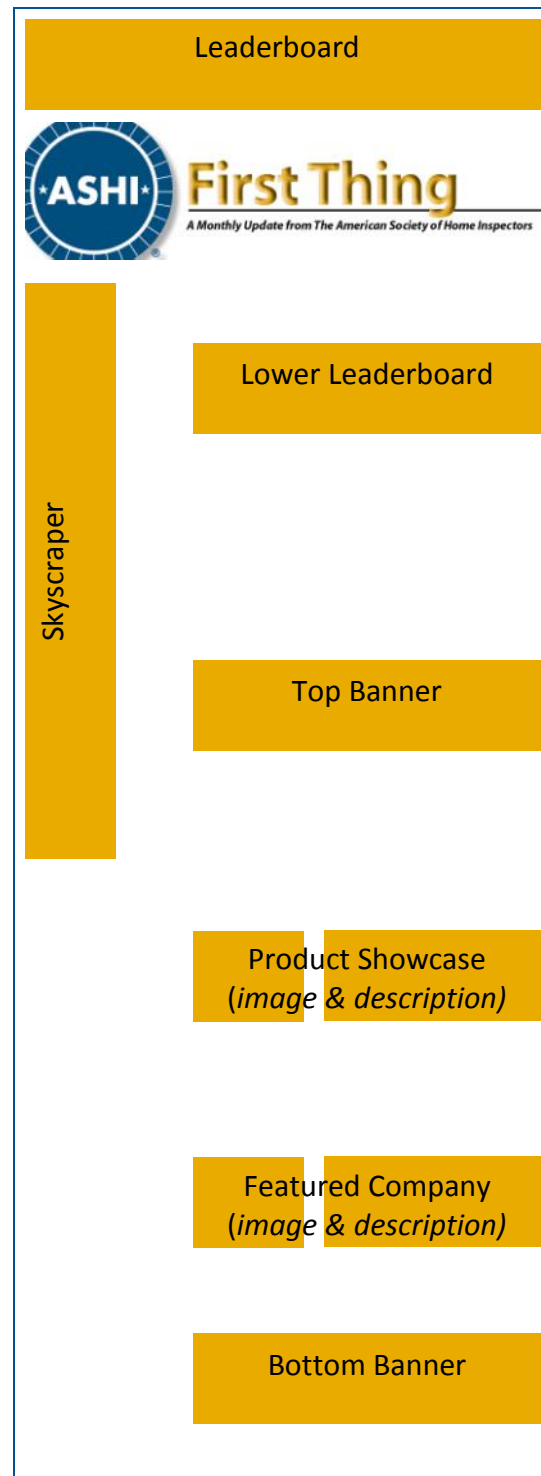
Space Unit Specs Online Advertising	Width x Height (pixels)
Leaderboard	680 x 60
Lower Leaderboard	400 x 48
Skyscraper	180 x 600
Top Banner	468 x 60
Bottom Banner	468 x 60
Button	180 x 110
Featured Company	200 x 150 (image) Includes description
Product Showcase	200 x 200 (image) Includes description

*Ads sold on a per issue basis.
Ads are directly linked to the advertiser's URL.
Associates, Inspectors, Certified Inspectors and
Affiliates all qualify for the member rate.
Ads must be approved by ASHI.*

**Questions About Advertising?
Have An Ad File To Send?**

Contact:

ASHI
Attn: Dave Kogan
932 Lee Street
Des Plaines, IL 60016
847.954.3187
davek@ashi.org



Ad Rates for First Thing & ASHI.org

Rates are shown in Member/Non-Member and number of insertions (1-4x, 5-8x, 9-12x)

First Thing Ad Size	Full Color		
	1-4x	5-8x	9-12x
Leaderboard	\$305/\$380	\$275/\$350	\$245/\$320
Lower Leaderboard	\$260/\$310	\$230/\$280	\$200/\$250
Skyscraper	\$245/\$290	\$215/\$260	\$185/\$230
Top Banner	\$240/\$285	\$210/\$255	\$180/\$225
Bottom Banner	\$230/275	\$200/\$245	\$170/\$215
Button	\$220/\$260	\$190/\$230	\$160/\$200
Product Showcase	\$210/\$240	\$180/\$210	\$150/\$190
Featured Company	\$200/\$235	\$170/\$205	\$140/\$175

First Thing Help Wanted	Monthly	Pre-Pay Quarterly	Pre-Pay Half Year (6 months)	Pre-Pay Year (12 months)
Skyscraper (180 x 600px)	\$25/\$35	\$60/\$90	\$120/\$180	\$240/\$360
Logo & Text	\$25/\$35	\$60/\$90	\$120/\$180	\$240/\$360

ASHI.org	1-3 months	4-6 months	7-9 months	10-12 months
Banner Ad (468 x 60px)	\$175/\$200 (per month)	\$150/\$175 (per month)	\$125/\$150 (per month)	\$100/\$125 (per month)
	Can choose specific webpage for ad			

Questions? Contact:

Dave Kogan, davek@ashi.org
847.954.3187

Insertion Order Page 1

This form must be submitted with IO Page 2

Effective October 1, 2015 - September 30, 2016

Month	ASHI Reporter (Cost Per Ad)	Ad Type (Full Page, 1/2 page, color, etc)	First Thing (Cost Per Ad)	First Thing (Ad Type)	ASHI.org Banner Ad (Cost Per Ad)	Total Cost per Month (\$)
Oct. '15						
Nov. '15						
Dec. '15						
Jan. '16						
Feb. '16						
Mar. '16						
Apr. '16						
May '16						
Jun. '16						
Jul. '16						
Aug. '16						
Sep. '16						

*10% off all advertising if pre-pay entire year

**5% off advertising if pre-pay per quarter (Oct-Dec; Jan-Mar; Apr-Jun; Jul-Sep)

Total \$ _____

Insertion Order Page 2

This form must be submitted with IO Page 1

Effective October 1, 2015 - September 30, 2016

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

Advertiser 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 '15-'16 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.

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

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 '15-'16 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.

Advertising Contract Terms and Conditions

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 already 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 a signed insertion order.

Rate and Contract Changes

Proper notification will be given of any rate changes. Contracts may be canceled at the time the change in rate becomes effective without incurring a short rate adjustment, provided that all invoices are paid and are not in arrears up to the date of cancellation.

Cancellations

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

Short Runs

In the event an advertiser is granted a discount rate based on multiple insertions or a bundle package of print and online advertising and then does not run the advertisement for the specified number of insertions, advertiser agrees to pay for the advertisements that ran 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 purchasing a specific location (e.g. inside front or back cover or outside back cover). Guaranteed ad positions are available for a 15% charge.

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 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 *ASI Reporter*.

The liability of ASHI, ASHI's Board of Directors, the *ASHI Reporter*, the ASHI website and ASHI's editorial/advertising staff for any error for which they may be held legally liable shall not exceed the cost of 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 **the month prior** to the issue mailing date.

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

Additional ASHI Website Advertising Terms and Conditions

Payment and Terms

Full payment is due for an advertisement on the website before the campaign begins.

Editorial Calendar

Issue	Main Article	Technical Focus	Marketing Focus	Special Focus	Affiliate Spotlight
OCTOBER '15 Ad close: Sept. 2 Materials Due: Sept. 2	Chimneys & Venting	Attached Garages	Company Identity: What are your clients buying?	Smoke Alarms	Chimney Safety Institute of America
NOVEMBER '15 Ad close: Oct. 1 Materials Due: Oct. 1	Home Renovations	Basement Walkouts	Company Identity: Naming Your Company	Why Chapters are Important	OREP
DECEMBER '15 Ad close: Nov. 3 Materials Due: Nov. 3	FORTIFIED	Exterior Finishes	Company Identity: Segmentation, Targeting, Positioning	Get Ready for Radon Action Month	AccuStar Labs
JANUARY '16 Ad close: Dec. 1 Materials Due: Dec. 1	New Year's Resolutions for your Home	Service Drop	Presentation Folders	Peer Review	RAdata, Inc.
FEBRUARY '16 Ad close: Jan. 1 Materials Due: Jan. 1	Weather Preparedness	Metal Chimneys	Customers, Clients & Target Markets	The Inspector - Realtor Relationship	Joe Ferry, LLC
MARCH '16 Ad close: Feb. 2 Materials Due: Feb. 2	40 Years of Trust	Pipe or Stack Flashing	Your Information Package	IW Recap	Palm-Tech
APRIL '16 Ad close: Mar. 2 Materials Due: Mar. 2	Home Inspection Month	Skylights	Raising Your Prices Part 1	Drones	The ASHI School
MAY '16 Ad close: Apr. 1 Materials Due: Apr. 1	Green Building	Whole House Fans (A/C)	Raising Your Prices Part 2	Deck Safety Month	PRISM Analytical
JUNE '16 Ad close: May 1 Materials Due: May 1	Bedbugs, Termites and Pest Infestations	Commercial Building Inspections	AIDA: Attention, Interest, Desire & Action 1	Garage Door Safety	
JULY '16 Ad close: Jun. 1 Materials Due: Jun. 1	Indoor Air Quality	Steps & Landings	AIDA: Attention, Interest, Desire & Action 2	Social Media	AllergyZone
AUGUST '16 Ad close: Jul. 1 Materials Due: Jul. 1	High Rises, Condos & Townhomes	Subflooring	Your Company Image Part 1	Credit Card Processing	Guardian Financial
SEPTEMBER '16 Ad close: Aug. 3 Materials Due: Aug. 3	Benefits of Association Membership	Boiler Expansion Tanks	Your Company Image Part 2	Websites & SEO	