



2010 - 2011

# Advertise with ASHI

Advertising opportunities in the premier publications and websites for home inspectors.

*Presented by the American Society of Home Inspectors*

*Reach home inspectors 3 ways:*

## 1 ASHI Reporter Magazine

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

The redesigned ASHI Reporter will launch in October 2010. More than a pretty face, the new format will provide a rewarding environment for your ads.

- Each full color issue is 40 or more pages.
- Content is 100 percent home inspector-related.
- Print circulation is approximately 6,000 home inspectors.
- Subscription is covered in ASHI Membership dues.

## 2 ASHI Website

The ASHI website ([www.HomeInspector.org](http://www.HomeInspector.org))

- Here's 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, and, of course, also to reach our committed, long-term members

## 3 ASHI E-newsletter

The ASHI monthly e-newsletter

- Sole sponsorship takes your unique message to all ASHI members.



# Why Advertise with ASHI?

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



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 magazine

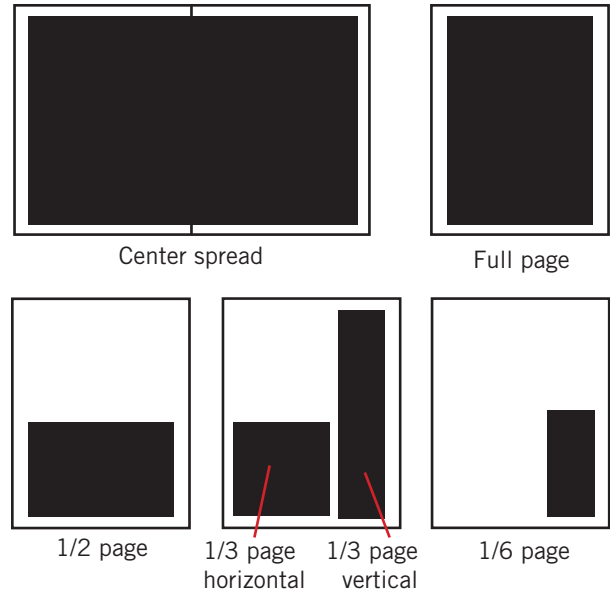
Effective October 2010

## Print ads specs for the ASHI Reporter Magazine

### Print ad dimensions, width by height

→ *Please note new sizes*

- Center spread..... 15.75" x 9.875"  
*(Center spread bleed is 17" x 11.125")*
- Full page ..... 7.375" x 9.875"  
*(Full page bleed is 8.625" x 11.125")*
- 1/2 page..... 7.375" x 4.75"
- 1/3 page (horizontal)..... 4.86" x 4.75"
- 1/3 page (vertical) ..... 2.35" x 9.875"
- 1/6 Page..... 2.35" x 4.75"



### 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: web
- Binding: saddle stitched
- **New trim size:** 8.375" x 10.75"

## Ad specs for www.ASHIReporter.org

### ASHIReporter.org ad dimensions:

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

### File formats

JPEG or GIF files



<p><b>Questions about advertising? Contact:</b>                  Sandy Bourseau, sandyb@ashi.org, 847-954-3179                  ASHI, 932 Lee St., Des Plaines, IL 60016</p>	<p><b>Send ad files to:</b>                  Judy Delvoe, judyd@ashi.org, 847-954-3186                  ASHI, 932 Lee St., Des Plaines, IL 60016</p>
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# ASHI Reporter ■ Ad rates for print and online magazine

Effective October 2010

## Print ad rates for the ASHI Reporter magazine

*Rates are shown in Member/Non-Member 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	\$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
\$225/285	\$210/265	\$185/235	\$420/525	\$375/470	\$335/425



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.

Closing dates for all ads		
Issue	Reserve space	Ads due
Oct. '10	Aug. 15	Sept. 1
Nov. '10	Sept. 15	Oct. 1
Dec. '10	Oct. 15	Nov. 1
Jan. '11	Nov. 15	Dec. 1
Feb. '11	Dec. 15	Jan. 1
Mar. '11	Jan. 15	Feb. 1
April '11	Feb. 15	Mar. 1
May '11	Mar. 15	April 1
June '11	April 15	May 1
July '11	May 15	June 1
Aug. '11	June 15	July 1
Sept. '11	July 15	Aug. 1
Oct. '11	Aug. 15	Sept. 1
Nov. '11	Sept. 15	Oct. 1
Dec. '11	Oct. 15	Nov. 1

<p><b>Questions? Contact:</b> Sandy Bourseau, <a href="mailto:sandyb@ashi.org">sandyb@ashi.org</a> 847-954-3179</p>	<p><b>Send ad files to:</b> Judy Delvoe, <a href="mailto:judyd@ashi.org">judyd@ashi.org</a> 847-954-3186</p>
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**NOTE:** To give you the best possible rate, all insertions – print and electronic – count when determining rates.

Effective October 2010

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:** 847-954-3179

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

Issue	ASHI Reporter print ad size <i>(Full, spread, 1/2, 1/3 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. '10					
Nov. '10					
Dec. '10					
Jan. '11					
Feb. '11					
Mar. '11					
Apr. '11					
May '11					
June '11					
July '11					
Aug. '11					
Sept. '11					
Oct. '11					
Nov. '11					
Dec. '11					

### Payment

Check

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

*Make checks payable to ASHI*

AMEX

Discover

MasterCard

Visa

Credit Card Number:

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

Expiration date: \_\_\_\_ / \_\_\_\_ Security code: \_\_\_\_

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

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

Date \_\_\_\_\_

Billing address, if different than advertiser address above:

Street address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

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 '10-'11 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 Web Banners & E-newsletter Sponsorships

## Advertising rates and specifications

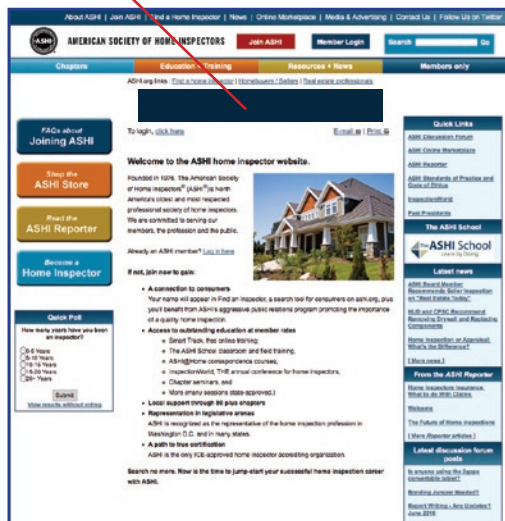
Effective October 2010

### www.HomeInspector.org banner 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 advertiser's 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 Member and Non-Member packages. All ads appear on HomeInspector.org.

Rates are shown in Member/Non-Member click throughs.

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

### First Thing e-newsletter sponsorships

One sponsorship for each month.

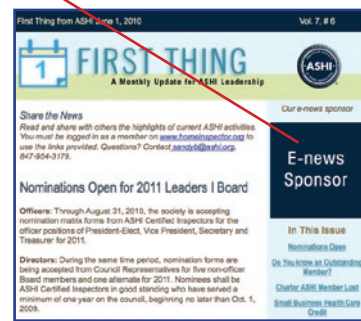
#### Rate includes:

- 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 advertiser's URL. Animated ads are permitted. Associates, Certified Inspectors and Affiliates all qualify for the Membership rate. Ads must be approved by ASHI.

#### Rates

**Per Issue:** \$100 Member/\$150 Non-Member

#### Questions about advertising?

#### Contact:

Sandy Bourseau  
sandyb@ashi.org  
ASHI, 932 Lee St.  
Des Plaines, IL 60016  
847-954-3179

#### Send ad files to:

Judy Delvoe  
judyd@ashi.org  
ASHI, 932 Lee St.  
Des Plaines, IL 60016  
847-954-3186

# ASHI Web Banners & E-newsletter Sponsorships

## ■ Insertion Order

Effective October 2010

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:** 847-954-3179

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

### www.HomeInspector.org banner ads

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

### Monthly e-newsletter sponsorship

Month	Cost per month
Oct. '10	
Nov. '10	
Dec. '10	
Jan. '11	
Feb. '11	
Mar. '11	
Apr. '11	
May '11	
June '11	
July '11	
Aug. '11	
Sept. '11	
Oct. '11	
Nov. '11	
Dec. '11	

### Payment

Check

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

*Make checks payable to ASHI*

AMEX

Discover

MasterCard

Visa

Credit Card Number:

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

Expiration date: \_\_\_\_ / \_\_\_\_ Security code: \_\_\_\_\_

Cardholder name

Cardholder signature

Date

Billing address, if different than advertiser address above:

Street address

City

State

Zip

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 '10-'11 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 2010

## 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 website 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 website before the campaign begins. There are no refunds for unused click-throughs, unless ASHI cancels the campaign.