



Get your message across!

NAHI is pleased to offer numerous advertising opportunities including print advertising in the *NAHI Forum* magazine, website advertising on www.nahi.org, email blasts, and mailing list purchases.

This brochure details all advertising options. Please contact us with any questions. We look forward to working with you.

NAHITM
NATIONAL ASSOCIATION OF
HOME INSPECTORS, INC.

The National Association of Home Inspectors, Inc. (NAHI)[®] was established in 1987 as a nonprofit association to promote and develop the home inspection industry. The mission of the National Association of Home Inspectors is to promote excellence and professionalism in the Home Inspection industry; to provide a standards of practice and a code of ethics; to educate its members; and to inform the public of the benefits and scope of a professional home inspection.

Advertising in the *NAHI Forum* magazine

ADVERTISING RATES AND SIZES

Only Affiliate Members of the National Association of Home Inspectors, Inc. receive the Affiliate Member rate.
Companies that are not Affiliate Members receive the Non-Member rate.

AFFILIATE MEMBER PRICING*

AD	WIDTH	HEIGHT	COLOR	B/W
1/9 Page	2.5" (16 picas)	3" (18 picas)	\$173	\$133
1/6 Page	2.333" (14 picas)	4.875" (29.25 picas)	\$210	\$161
1/3 Page Island	4.833" (29 picas)	4.875" (29.25 picas)	\$323	\$249
1/3 Page	2.333" (14 picas)	10" (60 picas)	\$323	\$249
1/2 Page Horizontal	7.333" (44 picas)	4.875" (29.25 picas)	\$474	\$364
1/2 Page Vertical	3.583" (21.5 picas)	10" (60 picas)	\$474	\$364
Full Page	7.333" (44 picas)	10" (60 picas)	\$789	\$607

NON MEMBER PRICING*

AD	WIDTH	HEIGHT	COLOR	B/W
1/9 Page	2.5" (16 picas)	3" (18 picas)	\$255	\$199
1/6 Page	2.333" (14 picas)	4.875" (29.25 picas)	\$300	\$231
1/3 Page Island	4.833" (29 picas)	4.875" (29.25 picas)	\$444	\$341
1/3 Page	2.333" (14 picas)	10" (60 picas)	\$444	\$341
1/2 Page Horizontal	7.333" (44 picas)	4.875" (29.25 picas)	\$638	\$491
1/2 Page Vertical	3.583" (21.5 picas)	10" (60 picas)	\$638	\$491
Full Page	7.333" (44 picas)	10" (60 picas)	\$1051	\$809

*5% discount will be applied to orders of 4 or more issues placed together

PREMIUM SPACES

Base price plus \$300

Full Page, Full Color ads only

Available spaces include the inside front cover and back cover

Premium spaces are guaranteed to the same advertiser for a maximum of three issues.
After that time, if another advertiser is not waiting for that space, then the current advertiser may continue in that space until another advertiser requests it.

ACCEPTABLE FORMATS OF SUBMITTED ADVERTISING/GRAPHIC MATERIALS

1. Digital Files

All digital files will be placed in the QuarkXPress for Windows environment.

Macintosh or Windows-formatted floppy disk(s), ZIPs and/or CD-ROMs are accepted. **Fonts and images must be included (for fonts not included, substitutions will occur and likeness(es) cannot be guaranteed).**

The following Macintosh and/or Windows desktop publishing software is accepted (with usage notes):

Preferred Formats:

- **QuarkXPress:** Third-party extensions are not accepted.
- **Adobe Illustrator:** Embed any image(s) — *do not link*. Save files with PC and/or 8-bit PC previews. Convert all fonts to outlines/paths.
- **Adobe Photoshop:** Save files as either *.TIF, *.EPS or *.PSD with PC and/or 8-bit PC previews. [*JPG and *.GIF accepted for www-placement only.] Flatten all layers in *.PSD file.
- **Adobe Acrobat:** PDFs accepted. Embed any fonts and/or images (*for fonts not embedded, substitutions will occur*). Distill artwork at a minimum of 300 dpi.

Other Accepted Formats:

- **Adobe Pagemaker:** Will be converted to Adobe Acrobat PDF for Quark placement.
- **CorelDraw:** Service bureau charges may apply.
- **Microsoft Word:** Must send inserted images as separate, high resolution (300 dpi) files. \$85/hr. conversion rates apply. **Front Page, Publisher and Powerpoint files are not accepted.**

Notes on file submission:

When saving to PC-formatted disks from a Macintosh (or via e-mail), some resources are lost, and fonts cannot be converted. Mac designers MUST submit ads with images and individual fonts (NO SUITCASES) on a Mac-formatted zip disk.

All images should be saved with a preview, PC-previews preferred.

Pre-flighting of digital files is recommended but not necessary. However, images must be placed at 100% without flipping or rotation in any desktop publishing format (Quark, Pagemaker, Illustrator, etc.).

File naming:

Use only numbers and alphabet characters in file names. Use PC extensions, i.e. *.QXD, *.AI, *.EPS, *.TIF, etc.

The advertiser should name their digital files utilizing their company name. Many files come in named AD.qxd or AD.eps resulting in many files with the same name. Also, any logo files should utilize the advertiser's name rather than names such as logo.tif, logo.eps, etc.

When sending files via Internet (NOTE: mail, courier or overnight delivery service is preferred)...

- Mail halftones and/or fax (text/lineart only) a laser print of your submitted ad materials (otherwise risk font reflow/substitution, if applicable).
- Ads sent via e-mail must be 5 MB or less otherwise submit on a disk or ask for instructions on uploading to our ftp server.
- Send Macintosh fonts on a Mac-formatted disk to NAHI.
- **Do not send web-ready images.** These are not acceptable in the print medium due to their low resolution (typically, 72 dpi). Make sure to send high resolution files, a minimum of 300 dpi is preferred.

Printouts of all digital work must be sent or faxed (mail halftones) to NAHI.

2. Design Services

We will design and layout ads for advertisers at the rate of \$85 per hour. A rough layout is appreciated. Logos sent by fax will need to be created — the quality is not good enough for printing. Logos should be supplied on disk.

Changes to new and/or existing advertisements will be billed at a rate of \$85 per hour.

Advertising Notes

Charges may apply at the rate of \$85 per hour to advertising manipulation/file handling.

NAHI reserves the right to substitute for missing fonts, and to resize improperly-sized ads. Color fidelity cannot be guaranteed. Supply matchprints as color keys. Color copies or laser prints are not considered accurate for color proofing. Advertising usage of PMS color(s) is **not** allowed, all PMS color(s) must be converted to CMYK color. NAHI reserves the right to apply additional charges if color conversion is not done.

ADDITIONAL NOTE: NAHI does **not** pay commissions. Ad prices do **not** include commission fees to agencies.

For further information or questions on graphic submissions, please contact:

NAHI Art Department at:
4248 Park Glen Road
Minneapolis, Minnesota 55416
p: 952.928.4666
f: 952.929.1318

Advertising in the *NAHI Forum* magazine

CONTRACT TERMS AND CONDITIONS

1. Advertiser assumes all responsibility for the content of its advertisements and for the obligations of its agents or representatives. Advertiser agrees to be solely liable for the content of its advertising. Advertiser hereby agrees to indemnify the National Association of Home Inspectors, Inc. (NAHI), NAHI's Board of Directors, the *NAHI Forum* 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 *NAHI Forum*.
2. The liability of NAHI, NAHI's Board of Directors, the *NAHI Forum*, and its editorial/advertising staff for any error for which they may be held legally liable shall not exceed the cost of the advertising space.
3. NAHI and the *NAHI Forum* reserve the right to label "Advertising" on any advertisement not prominently identified by the advertiser's trademark, or which resembles or may be mistaken for editorial content.
4. In the event Advertiser is granted a discount rate based on multiple insertions, and then does not run the advertisement for the specified number of insertions, advertiser agrees to pay for the advertisements that did run at the rate applicable to that number of insertions.
5. NAHI and the *NAHI Forum* reserve the right to reject or cancel any advertisement or insertion order at any time at its sole discretion. In such event, NAHI will return any unused advertising fees paid. NAHI also reserves the right to reject advertisements that are derogatory or critical of others, or deemed in poor taste.
6. Advertisements submitted in camera-ready form will be assumed by NAHI to have the approval of the Advertiser. Advertisements to be composed by NAHI will be submitted to Advertiser to approve copy and design prior to insertion. In the event of an error after such approval, Advertiser agrees that its sole remedy for such an error will be a reprint of the advertisement at no charge.
7. A service charge of \$100 per hour will be applied to any Advertiser that requests NAHI to modify any of their advertisement materials submitted for placement.
8. NAHI does not guarantee or agree to place the advertisement in a specific position in the *NAHI Forum*, unless Advertiser reserves a specific position and such reservation is approved by NAHI.
9. Full payment is due to NAHI for the initial advertisement from a new Advertiser at the time of the insertion order. Thereafter, Advertiser will be invoiced for each insertion of a multiple insertion order after the issue mails. 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. If Advertiser has not placed an advertisement in the *NAHI Forum* within the previous 12 months, full payment is due at the time of placement.
10. Unless otherwise agreed, multiple insertions must run within a twelve-month period.
11. NAHI and the *NAHI Forum* will not be bound by any terms or conditions, printed or otherwise, appearing on any other contract, orders, or copy instructions that conflict with anything herein.
12. No advertisement will be accepted without signed contract.
13. Any reference to the National Association of Home Inspectors Inc., NAHI, or use of the NAHI logo, in advertisement shall include the use of the symbol TM.
14. No advertisement will be accepted which notes that a program offers "certification" in the home inspection industry.
15. No advertisement will be accepted which mentions other home inspection associations (i.e. ASHI, HIF, CREIA, etc.).
16. Payment is due in U.S. currency.

Advertiser

Date

Executive Director

Date

Advertising in the *NAHI Forum* magazine

ADVERTISEMENT PLACEMENT ORDER FORM EFFECTIVE JANUARY 2007

Advertiser (*Company Name*) _____

Name of Contact Person _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

ISSUE	SUBMISSION DEADLINE	SIZE	B/W OR COLOR	PREMIUM SPOT (<i>Inside Front or Back Cover</i>)
Jan/Feb 2007	December 15, 2006	_____	_____	_____
Mar/Apr 2007	February 15, 2007	_____	_____	_____
May/Jun 2007	April 15, 2007	_____	_____	_____
Jul/Aug 2007	June 15, 2007	_____	_____	_____
Sept/Oct 2007	August 15, 2007	_____	_____	_____
Nov/Dec 2007	October 15, 2007	_____	_____	_____

If Advertiser has not placed an advertisement in the *NAHI Forum* within the previous 12 months, full payment is due at the time of placement. All other advertisers will be billed after each issue is published. No advertisement will be accepted without signed contract. Please forward Order Form and signed Contract to NAHI Headquarters.

Payment Method

Check Visa MasterCard American Express Discover

Credit Card # _____ Exp. Date _____

Cardholder Name _____

Authorized Signature _____

NAHI • 4248 Park Glen Road • Minneapolis, MN 55416
Phone: (800) 448-3942 • (952) 928-4641 • Fax: (952) 929-1318

Advertise on *www.nahi.org!*

NAHI Website Banner Advertisements – \$2,000 per Year
(One Home Page Rotating Banner & One Static Banner included)

AD SIZE DIMENSIONS: 409 PIXELS WIDE X 47 PIXELS HIGH
One ad will be placed on the NAHI home page as part of the rotating banner.
The second ad placement will be the Advertiser's choice based on availability.

Advertiser (*Company Name*) _____

Name of Contact Person _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

Advertise via email!

NAHI does not release member email addresses with our mailing list purchase.
We will, however, send email blasts for you. Email Blast your message to our member database at \$.10/person.
Call NAHI Headquarters for a price quote.

Advertiser (*Company Name*) _____

Name of Contact Person _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

Payment Method

Check Visa MasterCard American Express Discover

Credit Card # _____ Exp. Date _____

Cardholder Name _____

Authorized Signature _____

Mailing List Purchase

Name of Purchaser _____

Name of Contact Person _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

Please check the option desired and include the appropriate fee with a signed copy of this agreement. The mailing list will include mailing addresses only; no email addresses or phone numbers will be supplied. The mailing list will be provided in sort order requested, if no order is requested, they will be provided in zip code order.

PURCHASE OPTIONS:

- | | | |
|--|--|--|
| Members Only (1700*) | <input type="checkbox"/> \$270 Affiliate Member | <input type="checkbox"/> \$400 Nonmember |
| Prospects Only (500*) | <input type="checkbox"/> \$170 Affiliate Member | <input type="checkbox"/> \$250 Nonmember |
| Members & Prospects | <input type="checkbox"/> \$370 Affiliate Member | <input type="checkbox"/> \$600 Nonmember |
| Prospects Only (50*) <i>sent each month for 1 year</i> | <input type="checkbox"/> \$300 Affiliate Member | <input type="checkbox"/> \$400 Nonmember |
| Individual State Members | <input type="checkbox"/> \$25/State for Affiliate Member and Nonmember | |
| Individual State Prospects | <input type="checkbox"/> \$25/State for Affiliate Member and Nonmember | |

**The Numbers Of Members And Prospects Are Approximate Numbers.*

Sort Order Requested: Zip Alphabetical Other: _____

Format Requested: Mailing Labels Excel Spreadsheet (*Be sure to provide an email address!*)

Please briefly describe purpose for purchasing mailing list: _____

Payment Method

Check Visa MasterCard American Express Discover

Credit Card # _____ Exp. Date _____

Cardholder Name _____

Authorized Signature _____

Terms and Conditions

This mailing list is purchased to be used on a one-time basis. The purchaser may not re-use, disclose, transfer, reproduce, store or retain by any manner or means all or any portion of the mailing list. Through purchase of this mailing list, the purchaser agrees that the material mailed with this listing shall not imply that the product or service offered is endorsed in any manner by NAHI. By signing below, NAHI is held harmless for any third party claims or demands made against NAHI in connection with the usage of this listing.

I agree to the above terms and conditions:

Signature _____ Date _____



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