



National Association of Home Inspectors, Inc.

2012 Advertising Opportunities

An advertising home that's right for you!



**NATIONAL ASSOCIATION OF
HOME INSPECTORS, INC.**

4426 5th Street West
Tel: (952) 928-4641 | (800) 448-3942
Fax: (952) 929-1318 | info@nahi.org

www.nahi.org

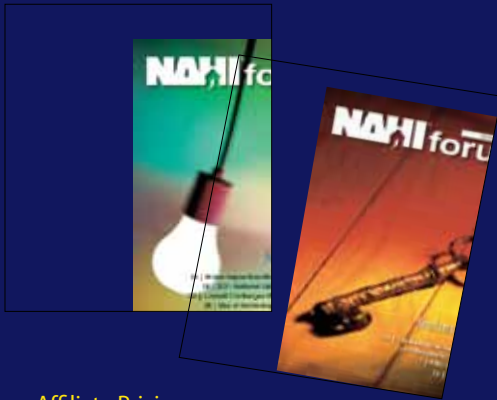
Special Savings based on your total
2012 advertising purchases!

| | |
|---------------------|--------------|
| \$1,000—2,499 | 5% discount |
| \$2,500—4,999 | 10% discount |
| \$5,000—9,999 | 15% discount |
| \$10,000+ | 20% discount |

*Savings does not apply to conference exhibitor/sponsorship opportunities.



NAHI Forum Magazine



A magazine written by home inspectors, for home inspectors. The NAHI Forum is published quarterly and features relevant information on subjects important to home inspectors.

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-Affiliate rate.

Affiliate Pricing

| Ad | Width | Height | Color | B/W |
|---------------------|---------------------|----------------------|-------|-------|
| 1/9 Page | 2.5" (16 picas) | 3" (18 picas) | \$156 | \$120 |
| 1/6 Page | 2.333" (14 picas) | 4.875" (29.25 picas) | \$189 | \$145 |
| 1/3 Page Island | 4.833" (29 picas) | 4.875" (29.25 picas) | \$291 | \$224 |
| 1/3 Page | 2.333" (14 picas) | 10" (60 picas) | \$291 | \$224 |
| 1/2 Page Horizontal | 7.333" (44 picas) | 4.875" (29.25 picas) | \$427 | \$328 |
| 1/2 Page Vertical | 3.583" (21.5 picas) | 10" (60 picas) | \$427 | \$328 |
| Full Page | 7.333" (44 picas) | 10" (60 picas) | \$710 | \$546 |

Non-Affiliate Pricing

| Ad | Width | Height | Color | B/W |
|---------------------|---------------------|----------------------|-------|-------|
| 1/9 Page | 2.5" (16 picas) | 3" (18 picas) | \$229 | \$179 |
| 1/6 Page | 2.333" (14 picas) | 4.875" (29.25 picas) | \$270 | \$208 |
| 1/3 Page Island | 4.833" (29 picas) | 4.875" (29.25 picas) | \$400 | \$307 |
| 1/3 Page | 2.333" (14 picas) | 10" (60 picas) | \$400 | \$307 |
| 1/2 Page Horizontal | 7.333" (44 picas) | 4.875" (29.25 picas) | \$574 | \$442 |
| 1/2 Page Vertical | 3.583" (21.5 picas) | 10" (60 picas) | \$574 | \$442 |
| Full Page | 7.333" (44 picas) | 10" (60 picas) | \$946 | \$728 |

Premium Spaces

Base price plus \$150

Premium spaces are available inside front cover and back cover to NAHI affiliates only. Full color ads only. Placements made on a first-come, first-serve basis.



- **NAHI Update Sponsor**

Affiliate \$90/Email | Non-Affiliate \$112/Email

The NAHI Update email blast is sent out every other Friday. It contains the latest and greatest information pertinent to your prospective customers. Your company's ad would be located in the upper center area of the email with a link to your company website. The ad dimensions are: 360 pixels wide x 125 pixels high. Submit ad in JPG format.

- **Website Banner Advertising**

Affiliate \$135/Month or \$1,350/Year | Non-Affiliate \$180/Month or \$1,800/Year

Your ad will be placed on the NAHI home page as part of the rotating banner. The ad dimensions are: 409 pixels wide x 47 pixels high. The NAHI website gets approximately 50,000 hits per month. Submit banner ad in JPG or GIF format.

- **Email Blast**

Affiliate \$180/Blast | Non-Affiliate \$270/Blast

Get your company's message directly into your prospective customers email inboxes! NAHI does not provide member email addresses but will send your announcement out for you. The announcement includes your message and logo with a link to your website. Submit logo in JPG format.

- **Mailing List Purchase**

Affiliate \$256 | Non-Affiliate \$378

Direct market to your prospective customers by purchasing the NAHI mailing list. Mailing list includes NAHI member names, companies and mailing addresses. NAHI does not provide member phone numbers.



Join us in Myrtle Beach!

NAHI National Education Conference

September 13-16, 2012

Embassy Suites Myrtle Beach – Oceanfront Resort
Myrtle Beach, South Carolina

We are excited to announce that the 2012 NAHI National Education Conference will be held at the Embassy Suites Myrtle Beach Oceanfront Resort! A fantastic destination to earn your CEU's for the year, play a round of golf, or relax at the beach.

Our Exhibitor Hall completely sold out in 2011.

Reserve your booth early to ensure your attendance.

Sponsorship opportunities are now available.

NAHI Affiliate Advertising Order Form

Select advertising and complete the order form. (Forum advertisers must additionally sign the Forum advertising contract.)

| Issue | Submission Deadline | Price | Size | B/W or Color | Premium (Front Inside or Back Cover) |
|-------------|---------------------|-------|-------|--------------|--------------------------------------|
| Winter 2012 | December 15, 2011 | _____ | _____ | _____ | _____ |
| Spring 2012 | March 15, 2012 | _____ | _____ | _____ | _____ |
| Summer 2012 | June 15, 2012 | _____ | _____ | _____ | _____ |
| Fall 2012 | September 15, 2012 | _____ | _____ | _____ | _____ |

NAHI Update Sponsor: Affiliate \$90/Email Non-Affiliate \$112/Email

In the space provided indicate which dates you would like to sponsor the NAHI Update email. Please note emails are sent every other Friday, beginning January 13, 2012. Preferred dates are subject to availability.

1. _____ 2. _____ 3. _____

Website Banner Advertising:

Affiliate \$135/Month or \$1,350/Year Non-Affiliate \$180/Month or \$1,800/Year

Email Blast: Affiliate \$180/Blast Non-Affiliate \$270/Blast

Indicate your preferred delivery date: _____

Mailing List Purchase: Affiliate \$256 Non-Affiliate \$378

Indicate your preferred delivery date: _____

NAHI 2012 Conference Exhibitor | Myrtle Beach, SC | Sept. 13-16: Affiliate \$500 | Non-Affiliate \$900

NAHI 2012 Conference Exhibitor | Myrtle Beach, SC | Sept. 13-16:

Lunch Sponsor/\$500 Bag Sponsor/\$750 Cyber Café Sponsor/\$750
 Reception Sponsor/\$500 Name Badge Sponsor/\$1250 Notebook Sponsor/\$1,000

Advertising Order Form

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 a signed contract. Please forward Order Form and signed Contract to NAHI Headquarters.

Company Name _____

Contact Person _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Payment Method

Check (made payable to NAHI) VISA MasterCard American Express

Credit Card Number _____ Expiration Date _____

Authorized Signature _____ Amount Due \$ _____

Complete and return form with payment to NAHI
4426 5th Street West - Bradenton, Florida 34207
Tel: (941) 462-4265 | (800) 448-3942 | Fax: (941) 460-5594 | info@nahi.org

Advertising in the NAHI Forum: 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 a 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 ®.
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

Marketing Coordinator

Date

Complete and return form with payment to NAHI
4426 5th Street West - Bradenton, Florida 34207
Tel: (941) 462-4265 | (800) 448-3942 | Fax: (941) 460-5594 | info@nahi.org