

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 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. 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

NAHI forum

Advertisement Placement Order Form

Effective January 2006

Advertiser (Company Name): _____

Name of Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

Month	Ad Space (e.g. full, 1/2, 1/3, 1/6, or 1/9 page)	Ad Size (e.g. 7" x 5", note popular size options below)	Black & White or Color
Jan/Feb '06			
March/April '06			
May/June '06			
July/Aug '06			
Sept/Oct '06			
Nov/Dec '06			

Payment Method: Check _____ Visa _____ MC _____

Credit Card #: _____ Exp. Date: _____

Signature on Card: _____

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

Advertising Rates

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.

Black and White Ads

Order Size	Placement 1-3 times Rates Per Ad		Placement 4 or more times Rates Per Ad	
	Affiliate Member	Non-Member	Affiliate Member	Non-Member
Full Page	\$578	\$770	\$523	\$677
Half Page	\$347	\$468	\$319	\$424
1/3 Page	\$237	\$325	\$204	\$286
1/6 Page	\$154	\$220	\$138	\$204
1/9 Page	\$127	\$187	\$110	\$165

Color Ads

Order Size	Placement 1-3 times Rates Per Ad		Placement 4 or more times Rates Per Ad	
	Affiliate Member	Non-Member	Affiliate Member	Non-Member
Full Page	\$751	\$1001	\$680	\$880
Half Page	\$451	\$608	\$415	\$551
1/3 Page	\$308	\$422.50	\$265	\$372
1/6 Page	\$200	\$286	\$179	\$265
1/9 Page	\$165	\$243	\$143	\$214.50

The *NAHI forum* is published six times per year. Advertisements are accepted as per the schedule below. NAHI has the right to refuse any ad deemed inappropriate for its readership.

Submission Deadlines

Issue

January/February 06

March/April 06

May/June 06

July/August 06

September/October 06

November/December 06

January/February 07

Deadline

December 15, 2005

February 15, 2006

April 15, 2006

June 15, 2006

July 15, 2006

October 15, 2006

December 15, 2006

Required Ad Sizes

Ad	Width	Height
Full Page	7.333" (44 picas)	10" (60 picas)
Half Page – Vertical	3.583" (21.5 picas)	10" (60 picas)
Half Page – Horizontal	7.333" (44 picas)	4.875" (29.25 picas)
1/3 Page	2.333" (14 picas)	10" (60 picas)
1/3 Page – Island	4.833" (29 picas)	4.875" (29.25 picas)
1/6 Page	2.333" (14 picas)	4.875" (29.25 picas)
1/9 Page	2.5" (16 picas)	3" (18 picas)

Acceptable formats of submitted advertising/graphic materials

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 (in order of preference and with usage notes):

- Adobe Acrobat: PDFs accepted. Embed any fonts and/or images during the distilling process (for fonts not embedded, substitutions will occur). PDF files must be distilled at a minimum of 300 dpi.
- 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.
- 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.]
- Microsoft Word: Must send inserted images separately. \$75/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 ...

- Ads sent via e-mail must be 5 MB or less otherwise submit on a disk.
- Send Macintosh fonts on a Mac-formatted ZIP 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 needed for print.

Please direct all email submissions to Adrienne Fjerstad at adrienne@nahi.org.

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Advertise on the NAHI Website!

www.nahi.org

FREE LISTINGS. All Affiliate Members receive a free listing on the NAHI website in the Affiliate Member section of the website. This listing includes your company name, address, contact name, phone, fax, email and website address. Hot links from our website to yours are free with your Affiliate Membership. In addition, you can list a brief summary of your products and/or services. Listings are limited to 250 characters (approximately 75 words).

❖ **How to change your listing: Email info@nahi.org with your revised copy or listing information.**

ADVERTISING OPTIONS: *Are you looking for a way to make your listing "stand out" among all the others? Please see the information below:*

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

Advertiser (Company Name): _____

Name of Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

Web Address: _____

Payment Method: Check Visa MasterCard

Credit Card #: _____ Exp. Date: _____

Signature on Card: _____

IMPORTANT Notes: Ad Size Dimensions: **409 pixels wide x 47 pixels high**

One ad will be placed on the NAHI home page as part of the flashing banner. The second ad placement will be the Affiliate's choice based on availability.

Send this form with payment and your banner advertising information to:
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