

**NAHI**<sup>®</sup>

NATIONAL ASSOCIATION OF  
HOME INSPECTORS, INC.

**ADVERTISE**

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**WITH**

**NAHI**



NATIONAL ASSOCIATION OF  
HOME INSPECTORS, INC.

# Advertising Packages

## Castle in the Sky

\$15,000



- |                                                                                                                                                               |         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| • Full page color ad in each issue of the NAHI FORUM                                                                                                          | \$4,734 |
| — Opportunity to provide NAHI two educational articles to run in the FORUM, pending approval from the Publications chair.                                     |         |
| • Exclusive sponsor of one continental breakfast at National Education Conference*                                                                            | \$4,000 |
| • Annual Webinar Sponsor                                                                                                                                      | \$3,000 |
| — Opportunity for someone from your company to be the presenter at one of NAHI’s webinars. <i>Content of Webinar must be educational, not an infomercial.</i> |         |
| • Annual Rotating Web Banner                                                                                                                                  | \$2,000 |
| • Annual Exclusive Web Banner in NAHI Member Area                                                                                                             | \$1,750 |
| • Monthly updated NAHI mailing list (includes: name, company, mailing address)                                                                                | \$1,800 |
| • Bimonthly (six) email blasts to NAHI members                                                                                                                | \$900   |
| — You provide text to NAHI and we email it to our members on your behalf.                                                                                     |         |
| • Sponsor NAHI “Inspector in the News” emails                                                                                                                 | \$500   |
| • Annual affiliate dues                                                                                                                                       | \$395   |
| • MARKETING SWAP: Provide NAHI with flyer to be included in prospective and new member packets                                                                |         |

Package Total Cost \$15,000

(valued at \$19,079)

# Mansion on the Hill

\$10,000



- Full page color ad in three issues of the NAHI FORUM \$2,367
- Half page color ad in three issues of the NAHI FORUM \$1,350  
— Opportunity to provide NAHI two educational articles to run in the FORUM, pending approval from the Publications chair.
- Exclusive Sponsor of NAHI Conference Handout CD\* \$3,000
- Annual Rotating Web Banner \$2,000
- Annual Exclusive Web Banner in NAHI Member Area \$1,750
- Semi-Annual Webinar Sponsor (Jan-June or July-Dec) \$1,500
- Quarterly Email blast to NAHI members \$600  
— You provide text to NAHI and we email it to our members on your behalf.
- Quarterly updated NAHI mailing list (includes: name, company, mailing address) \$600

**Package Total Cost \$10,000**

*(valued at \$13,167)*

# Starter House in the Suburbs

\$7,500



- Half page color ad in each issue of the NAHI FORUM \$2,700
- Exclusive Sponsor of NAHI Conference Padfolio\* \$2,500
- Annual Rotating Web Banner \$2,000
- Semi-Annual Webinar Sponsor (Jan-June or July-Dec) \$1,500
- Quarterly updated NAHI mailing list (includes: name, company, mailing address) \$600

**Package Total Cost \$7,500**

*(valued at \$9,300)*

# Condo in the City

\$4,500



- Half page color ad in each issue of the NAHI FORUM \$2,700
- Semi-Annual Rotating Web Banner (Jan-June or July-Dec) \$1,000
- Semi-Annual Webinar Sponsor (Jan-June or July-Dec) \$1,500
- Sponsor NAHI “Inspector in the News” emails \$500
- Initial complimentary copy of NAHI mailing list \$150  
— List includes: member name, company and mailing address

**Package Total Cost \$4,500**

*(valued at \$5,850)*

# One Room Cabin in the Woods

\$3,000



- Semi-Annual Webinar Sponsor (Jan-June or July-Dec) \$1,500
- One sixth page color ad in each issue of the NAHI FORUM \$1,260
- One Quarter Rotating Web Banner (Jan-Mar, Apr-June, July-Sept, Oct-Dec) \$500
- Sponsor NAHI “Inspector in the News” emails \$500
- Initial complimentary copy of NAHI mailing list \$150  
— List includes: member name, company and mailing address

**Package Total Cost \$3,000**

*(valued at \$3,910)*

# Fix-n-Flip

Select One Package



All Fix-n-Flip packages include the following:

- Opportunity to provide NAHI one educational article to run in the FORUM, pending approval from the Publications chair.
- Initial complimentary copy of NAHI mailing list  
— List includes: member name, company and mailing address

## Fix-n-Flip \$10,000 (select 4 of the following items)

- |                                                                                                                                  |         |
|----------------------------------------------------------------------------------------------------------------------------------|---------|
| • Full page color ad in each issue of the NAHI FORUM                                                                             | \$4,734 |
| • Exclusive Sponsor of One continental breakfast at National Education Conference*                                               | \$4,000 |
| • Annual Webinar Sponsor                                                                                                         | \$3,000 |
| • Annual Rotating Web Banner                                                                                                     | \$2,000 |
| • Annual Exclusive Web Banner in NAHI Member Area                                                                                | \$1,750 |
| • Bimonthly (six) email blasts to NAHI members<br>— You provide text to NAHI and we will email it to our members on your behalf. | \$900   |

## Fix-n-Flip \$5,000 (select 3 of the following items)

- |                                                                                       |         |
|---------------------------------------------------------------------------------------|---------|
| • Annual Webinar Sponsor                                                              | \$3,000 |
| • Half page color ad in each issue of the NAHI FORUM                                  | \$2,700 |
| • Semi-Annual Rotating Web Banner (Jan-June or July-Dec)                              | \$1,000 |
| • Quarterly Email blast to NAHI members, provide text to NAHI to email on your behalf | \$600   |
| • Sponsor NAHI “Inspector in the News” emails                                         | \$500   |

## Fix-n-Flip \$2,000 (select 3 of the following items)

- |                                                                            |         |
|----------------------------------------------------------------------------|---------|
| • Half page color ad in three issues of the NAHI FORUM                     | \$1,350 |
| • Quarterly Webinar Sponsor (Jan-Feb, Apr-June, July-Sept or Oct-Dec)      | \$750   |
| • Quarterly Rotating Web Banner (Jan-Mar, Apr-June, July-Sept, or Oct-Dec) | \$500   |
| • Sponsor NAHI “Inspector in the News” emails                              | \$500   |

## FREE (NAHI Affiliates Only)

- Free advertising on e-mail blasts for one webinar that someone from your company is the presenter of. A recap of the webinar and a thank you will also be included in the next issue of the FORUM. *Content of Webinar must be educational, not an infomercial.*
- AND/OR
- If you register to exhibit at the 2009 National Education Conference, before March 1, 2009, you'll receive one-time recognition in the following media; NAHI FORUM, conference e-mail blast, and inclusion in the Conference Brochure, mailed to all members.\*

\*In the event NAHI does not have a National Education Conference in 2009 you will be refunded the line item amount noted for the sponsored item.

# Advertising Rates and Sizes

## NAHI FORUM Magazine Advertising Only

**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 Member Pricing\***

<b>Ad</b>	<b>Width</b>	<b>Height</b>	<b>Color</b>	<b>B/W</b>
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-Affiliate Member Pricing\***

<b>Ad</b>	<b>Width</b>	<b>Height</b>	<b>Color</b>	<b>B/W</b>
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 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 Graphics

## 1. Digital Files

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

Macintosh or Windows-formatted CD-ROMs are accepted or files may be submitted electronically. *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):

### Preferred formats:

- 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.
- Adobe InDesign: Package with all supporting images and fonts.
- 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.
- 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 (InDesign, Illustrator, Quark, 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 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 in Illustrator EPS format.

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: (800) 448-3942  
F: (952) 929-1318

# NAHI Advertising Package Order Form

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

## Payment Frequency

- One time payment in full       Invoice Quarterly (Jan, Apr, July, Oct)       Invoice Monthly

## Payment Method

- Check       Credit Card       Invoice

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## Select Package

- Castle in the Sky (\$15,000)**
- Mansion on the Hill (\$10,000)**  
*Select 3 issues for Full Page Ads*  
 Jan/Feb    Mar/Apr    May/June  
 July/Aug    Sept/Oct    Nov/Dec  
*Select 3 issues for Half Page Ads*  
 Jan/Feb    Mar/Apr    May/June  
 July/Aug    Sept/Oct    Nov/Dec  
*Select Webinar Sponsorship Months*  
 Jan – June   OR    July – Dec
- Starter House in the Suburbs (\$7,500)**  
*Select Webinar Sponsorship Months*  
 Jan – June   OR    July – Dec
- Condo in the City (\$4,500)**  
*Select Rotating Web Banner Months*  
 Jan – June   OR    July – Dec  
*Select Webinar Sponsorship Months*  
 Jan – June   OR    July – Dec
- One Room Cabin in the Woods (\$3,000)**  
*Select Webinar Sponsorship Months*  
 Jan – June   OR    July – Dec  
*Select ONE Rotating Web Banner Quarter*  
 Jan – March    April – June  
 July – Sept    Oct – Dec
- Fix-n-Flip—\$10,000 (select 4 of the following items)**  
 Full page color ad in each issues of the NAHI FORUM  
 Exclusive sponsor of one continental breakfast at National Education Conference\*  
 Annual Webinar Sponsor  
 Annual Rotating Web Banner  
 Annual Exclusive Web Banner in NAHI Member Area  
 Bimonthly (six) email blasts to NAHI members  
    • *You provide text to NAHI and we email it to our members on your behalf.*
- Fix-n-Flip—\$5,000 (select 3 of the following items)**  
 Annual Webinar Sponsor  
 Half page color ad in each issues of the NAHI FORUM  
 Semi-Annual Rotating Web Banner, select:  Jan – June   OR    July – Dec  
 Quarterly Email blast to NAHI members  
    • *You provide text to NAHI and we email it to our members on your behalf.*  
 Sponsor NAHI “Inspector in the News” emails
- Fix-n-Flip—\$2,000 (select 3 of the following items)**  
 Half page color ad in three issues of the NAHI FORUM  
*Select 3 issues for Half Page Ads*  
 Jan/Feb    Mar/Apr    May/June    July/Aug    Sept/Oct    Nov/Dec  
 Quarterly Webinar Sponsor  
*Select ONE Quarter*  
 Jan – March    April – June    July – Sept    Oct – Dec  
 Quarterly Rotating Web Banner  
*Select ONE Rotating Web Banner Quarter*  
 Jan – March    April – June    July – Sept    Oct – Dec  
 Sponsor NAHI “Inspector in the News” emails

# Advertisement Placement Order Form *(Effective January 2009)*

## NAHI FORUM Magazine Advertising Only

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Payment Frequency**

- One time payment in full                       Invoice per issue

**Payment Method**

- Check                       Credit Card                       Invoice

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Issue	Submission Deadline	Size	B/W or Color	Premium Spot ( <i>Front Inside or Back Cover</i> )
Jan/Feb 2009	December 15, 2008	_____	_____	_____
Mar/Apr 2009	February 15, 2009	_____	_____	_____
May/Jun 2009	April 15, 2009	_____	_____	_____
Jul/Aug 2009	June 15, 2009	_____	_____	_____
Sept/Oct 2009	August 15, 2009	_____	_____	_____
Nov/Dec 2009	October 15, 2009	_____	_____	_____

*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.*

# NAHI Advertising Package Contract Terms & 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 print-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 ®.
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.

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Advertiser

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Date

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Executive Director

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Date