

Insights NEWSLETTER

PUBLISHED ON THE 3rd WEDNESDAY OF EVERY MONTH

- Offered to ASHRAE members and HVAC professionals
- Reaches more than 97,000 readers each month. All circulation is paid readership through Journal subscriptions.
- ASHRAE and engineering news with a focus on ASHRAE conferences, society leaders and standards/guidelines developments

Insights Newsletter Metrics

Average Received: 96,966

Average Opens: 33,001

Open Rate: 34.0%

	Ad Position	Avg. Clicks	Click Thru Rate
	Skyscraper	13	0.04%
	Top & Bottom Leaderboards	41	0.12%
	Text	42	0.13%

Rates and Creative:

Position	Size	Net Rate per Issue, based on total placements per year		
		1 - 3	4 - 6	7 +
Skyscraper	160x600	\$6,125	\$5,325	\$4,630
2 Leaderboards	728x90	\$6,580	\$5,720	\$4,975
Text Ad	216x216*	\$5,945	\$5,170	\$4,495
All of the Above		\$22,705	\$19,305	\$16,405

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Text banner specs are 216x216 image, 40-character headline, 500-character description
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*Metrics are the averages through July 2023




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September 2020

ASHRAE's COVID-19 Mitigation Resources

Making Polling Places Safer
To protect voters and poll workers during this election season, the ASHRAE Epidemic Task Force has released HVAC and water supply system guidance to reduce the risk of spreading the SARS-CoV-2 virus at polling locations. Recommendations include running HVAC systems while the building is occupied; ensuring proper ventilation; using appropriate air filters; cleaning the air with UVGI; and setting temperature at the higher end of the comfort zone. Download the EPF's guidance for polling places here.

Epidemic Task Force Releases One-Page School Reopening Guidance Summary
From ventilation to air cleaning to energy use considerations, ASHRAE's guidance provides practical information and checklists to help minimize the chance of spreading SARS-CoV-2 in schools. ASHRAE has published a one-page summary of key general recommendations for HVAC and water supply systems in schools. Download ASHRAE's full school reopening guidance here.

ASHRAE Updates Building Readiness Guide

More ASHRAE Resources: Learn More Mitigation Strategies, Best Practices

Professional Development

UVGI, HVAC System Readiness Courses Included in AI's Fall Online Series
ASHRAE Learning Institute (ALI) has opened registration for its fall online course series. New courses will focus on mitigating the spread of SARS-CoV-2, including evaluating building HVAC system readiness prior to building reopening, performance of hospital HVAC and using UVGI for disinfecting air and surfaces. Other new courses will address humidity control, building commissioning and smart grid systems. [Read more](#)

Upcoming Course: Humidity Control: Avoiding Five Common Design Problems

New Course: Achieving Zero-Energy Building Design

ASHRAE Conferences

Building Performance Analysis Conference to Focus on Full Building Life Cycle
Scheduled for September 29-October 1, ASHRAE and BPSA-USA will virtually host the 2020 Building Performance Analysis Conference & Summit. It will focus on improving the decision-making process through the application of simulation and modeling over the entire building life cycle—from the earliest concept through operation and maintenance—to achieve high-performance targets. Registrants will have access to more than 32 pre-recorded and live sessions for 18 months. [Read more](#)

Publication News

Insights is Now Monthly
ASHRAE Insights offers readers the latest news about ASHRAE. All of the content in the previous bi-monthly digital version of Insights is now published in the monthly newsletter (formerly eSociety).



Webinar

Improving Energy Efficiency and Reducing Carbon Footprint

Presented by: Vaisala

Advertisement

Vaisala Webinar - September 30th 2pm ET

The goal of energy efficiency and the need for good indoor air quality interest with the application of demand controlled ventilation systems for building automation. From productivity to health and safety, properly executed ventilation can help improve conditions for building occupants who spend significant time indoors. Accurate measurement is the key to any efficient and effective ventilation system, and the mounting simple task of HVAC measurements can involve a lot of detail. Click here for more information.

ASHRAE RESEARCH

Recent Research: Exploring the Effect of Filters on Particle Concentration Measurements

Read the latest articles from Science and Technology for the Built Environment—for free (see instructions here). Recent articles include:

- "Investigating the Impact of Filters on Long-Term Particle Concentration Measurements in Residential"
- "Particle Dispersion and Deposition in Displacement Ventilation Systems Combined with Floor Heating"
- "A Comparative Study of Multi-Agent Control Approaches for Optimization of Central Cooling Systems Without Significant Storage"

Click here for the Table of Contents.

ASHRAE STANDARDS

Standards Actions

Addenda for Standard 62.1. More Up for Public Review

ASHRAE Releases Errata for Several Standards

Explore the recently released errata for the following guidelines and standards:

- Addendum to ANSI/ASHRAE Standard 15-2015, Safety Standard for Refrigeration Systems
- ANSI/ASHRAE Standard 135-2016, BACnet™—A Data Communication Protocol for Building Automation and Control Networks
- Addendum to ANSI/ASHRAE STANDARD 135-2016
- Addendum to ANSI/ASHRAE STANDARD 135-2016
- ASHRAE Guideline 12-2016, Managing the Risk of Legionellosis Associated with Building Water Systems
- ASHRAE Guideline 16-2018, Selecting Outdoor, Return, and Relief Dampers for Air-Side Economizer Systems

Four Interpretations Published for BACnet Standard

Click the following links to review the new interpretations:

- Interpretation 135-2016-26
- Interpretation 135-2016-27
- Interpretation 135-2016-28
- Interpretation 135-1-2019

More Standards Actions

August 21 Update: Errata Released for Guideline 16

August 28 Update: Errata Released for BACnet Standard and Legionellosis Guideline

September 4 Update: Addenda for Standard 62.1 Up for Public Review

September 11 Update: Addendum for Standard 15 Up for Public Review

ASHRAE PUBLICATIONS

New Field-Measuring, Scoring Standard Published

Indoor Pool Dehumidifiers Method of Testing Standard Updated

Method of Testing Standard for UV-C Lights in Air-Handling Units Updated

Method of Testing Standard for Ultraviolet Lamps in HVAC/R Units Revised

ASHRAE NEWS

Obituaries, September 2020

Membership Advancements, September 2020

New Certificants, September 2020

ASHRAE INFORMED CONFERENCES & EVENTS

Review of the event that COVID-19 is having on attendees, please check each attendee's website for the most up-to-date information.

- CBSE ASHRAE Technical Symposium 2020 — September 14-15, 2020 (**will now be held online**)
- Building Novels 2020 — Oct 13-14, 2020 (**will now be held online**)
This event is intended to participate in the Building Novels 2020 virtual conference, to be held on the 13th & 14th of October, organized in cooperation between the Nordic chapter of BPSA, Olofinbi and NORAC. Click here for more information.
- Indoor Air 2020 — November 1-5, 2020 (**will now be held online**)
- Outlook 2020 — Nov. 8-10, 2020, Sydney, Australia
- 2020 IAQ Heat Pump Conference — April 26-29, 2021, Jeju-do, Jeju-do, Korea
Heat pumps are the key equipment for energy saving and greenhouse gas reduction. This conference will serve as a forum to discuss the latest technologies in heat pumps and exchange valuable knowledge in market, policy and standards information on related technologies. Exhibitors at the conference will share products and technologies. Click here for more information.
- THERMAG-IX: International Conference on Caloric Cooling — June 6-10, 2021, University of Maryland

Explore ASHRAE Conferences & Events

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