

THE ASHRAE JOURNAL NEWSLETTER

PUBLISHED ON THE 2nd & 4th TUESDAY OF EVERY MONTH

- Offered to ASHRAE members and HVAC professionals.
- Reaches more than 80,000 readers twice a month. All circulation is paid readership through Journal subscriptions.
- Featuring Journal articles, never published-before editorial and relevant peer-reviewed content.

ASHRAE Journal Newsletter Metrics

Average Received: 81,272

Average Opens: 33,451

Open Rate: 41.20%

Ad Position	Avg. Clicks	Click Thru Rate
Skyscraper	15	0.04%
Top & Bottom Leaderboards	49	0.15%
Text	35	0.10%

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

File type – JPG or GIF. Max file size for all ads is 100k.

Text banner specs are 216x216 image, 40-character headline, 500-character description

Ad material & linking URL are due one week prior to send date.

Upload Text ads to: <http://adcreator.ashrae.org/NewAd>

Email other ad types to vtompson@ashrae.org

*Metrics are the average through July 2023

The screenshot displays the ASHRAE Journal Newsletter website interface. At the top, the ASHRAE JOURNAL Newsletter logo is prominent. Below the header, there are several article teasers with titles like 'Using Digital Twins to Optimize Building Efficiency, Resilience', 'HEPA Filter Units for Safer Indoor Air', and 'Development in Dubai Updates to AI-Enabled BIM'. The right sidebar contains advertisements for HEPA Filter Units, Air Flow and Pressure Flow Units, and Facility Connect. At the bottom, there are social media icons for Facebook, Twitter, and LinkedIn, along with a 'Write for us! Submit an abstract here.' link.