



ASHRAE.org Website

Global Destination for HVAC&R Engineering Information

- More than 5 MILLION pageviews annually from 2.8 million visits.
- Reach specifiers researching technical guidance and industry standards.
- ASHRAE Media offers discounts for integrated marketing programs.

ASHRAE.org Website Traffic

| Month Year | Page Views | Visits | Unique Visitors |
|----------------|------------------|------------------|------------------|
| May-23 | 454,850 | 235,315 | 153,341 |
| Jun-23 | 487,252 | 240,709 | 149,456 |
| Jul-23 | 431,098 | 224,149 | 143,589 |
| Aug-23 | 472,383 | 244,661 | 157,099 |
| Sep-23 | 456,236 | 233,651 | 150,020 |
| Oct-23 | 446,178 | 235,452 | 142,137 |
| Nov-23 | 440,147 | 235,380 | 140,094 |
| Dec-23 | 368,962 | 200,097 | 118,490 |
| Jan-24 | 543,947 | 280,242 | 160,272 |
| Feb-24 | 433,932 | 234,310 | 144,343 |
| Mar-24 | 429,938 | 236,937 | 146,445 |
| Apr-24 | 434,915 | 241,609 | 123,818 |
| Total | 5,399,838 | 2,842,512 | 1,729,104 |
| Average | 449,987 | 236,876 | 144,092 |

Monthly Net Rates for ASHRAE.org

| Creative | Width x Height in Pixels | Less than 10k impressions | 10k-50k impressions | More than 50k impressions |
|----------------|--------------------------|---------------------------|---------------------|---------------------------|
| ROS Rectangle | 300 x 250 | \$175 CPM | \$155 CPM | \$145 CPM |
| ROS Skyscraper | 160 x 600 | \$195 CPM | \$180 CPM | \$170 CPM |
| Leaderboard | 728 x 90 | \$185 CPM | \$165 CPM | \$150 CPM |