ASHRAE'S HPB NEWSLETTER

PUBLISHED ON THE 1st TUESDAY OF EVERY MONTH

- Offered to all ASHRAE members, building owners and indoor air professionals.
- Reaches over 89,000 readers every month. All ASHRAE Members, plus free subscriptions available on HPBmagazine.org.
- Unique editorial content on technology news impacting the buildings marketplace, including today's best-performing systems with a focus on sustainability.

High Performing Buildings Newsletter Metrics

Average Received: 89,904 Average Opens: 29,084

Open Rate: 32.6%

Ad Position	Avg. Clicks	Click Thru Rate
Rectangle	30	0.10%
Top & Bottom Leaderboards	44	0.15%
Text	31	0.11%
Product Listing	41	n/a

Rates and Creative:

Position	Size	Net Rate per Issue, based on total placements per year		
1 - 3		4 - 6	7 +	
Rectangle	300x250	\$5,325	\$4,630	\$4,025
2 Leaderboards	728x90	\$6,580	\$5,720	\$4,975
Text Ad	216x216*	\$5,945	\$5,170	\$4,495
Product Listing	125x125*	\$2,285	\$1,985	\$1,725
All of the Above		\$22,705	\$19,305	\$16,405

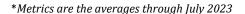
File type – JPG or GIF. Max file size for all ads is 100k.

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

Upload Product Listing ads to:

 $\underline{https://adcreator.ashrae.org/newad?t=HVACREnewsProductListingPortal}$

Email other ad types to vthompson@ashrae.org





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Dutch Office Campus Aims to the World's Mos

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New Technology Helps Divert Power during Blackmate

European City Feçados, Passiments Harvest Clean Energy

NREL Hoseorches Strategies for Recycling Solar Panels

MODINED PRODUCTS

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Note to Readen: Changes for HPB

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Advistracy & ENGAGE (1900 fluide van direct aut (1900 fluide va

Benefits of Integrated Controls for VRF







^{*}Text banner specs are 216x216 image, 40-character headline, 500-character description

^{*}Product listing specs are 125x125 image, 40-character headline, 300-character description Ad Material & linking URL are due one week prior to send date.