

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.

*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.

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

Upload Product Listing ads to:

<https://adcreator.ashrae.org/newad?t=HVACREnewsProductListingPortal>

Email other ad types to vthompson@ashrae.org

*Metrics are the averages through July 2023

The collage displays various articles and advertisements from the HPB newsletter. Key elements include:

- Top Header:** 'Benefits of Integrated Controls for VRF' with a 'FREE WEBINAR' badge and a 'TRANE' logo.
- Main Article:** 'HIGH PERFORMING BUILDINGS' with a sub-headline 'Real Buildings / Real Data' and a 'Free Webinar' announcement for August 25, 2PM-3PM EDT.
- Interior Focus:** 'Adaptive thermal comfort is one strategy that increases the office's energy efficiency and affordability.' Credit: Ashraf Habibullah.
- India Focus:** 'Interior Fit-Out Achieves High Performance in India' in an office in the suburbs of New Delhi, India, featuring an interior temperature of 27°C (80.6°F) and high-volume, low-speed (HVLS) ceiling fans.
- Green Building:** 'Office buildings go "Deep Green"' discussing how 'deep green' buildings are taking sustainability a step further.
- Dutch Office:** 'Dutch Office Campus Aims to Be World's Most Sustainable Tech Hub' at the Netherlands' High Tech Campus.
- 90.1 Project:** A project achieving a 90.1% energy efficiency score.
- Footer:** Social media icons for Facebook, Twitter, and LinkedIn, along with a 'f you found this newsletter helpful, please let us know' message and contact information.