

# THE HVAC&R INDUSTRY Newsletter

PUBLISHED EVERY THURSDAY

- Technology news impacting the HVAC industry and product announcements.
- Read by ASHRAE members and HVAC professionals.
- Reaches over 100,000 readers each week. All ASHRAE Members plus free subscriptions available on ASHRAE.org

## HVAC&R Industry Newsletter Metrics

Average Received: 100,100

Average Opens: 35,232

Open Rate: 35.2%

Ad Position	Avg. Clicks	Click Thru Rate
Skyscraper	10	0.03%
Top & Bottom Leaderboards	38	0.11%
Text	30	0.09%
Product Listing	39	n/a

## 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
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](mailto:vthompson@ashrae.org)

\*Metrics are the average through July 2023



Shipping: International's Health Environment Today August 22, 2023

**COVID-19 Alert**  
**Making Polling Places Safer**  
 To protect voters and poll workers during the 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 PDF guidance for polling places here. Read more.

**Thermal Comfort**  
**'Cold Tube' Cools People Without Air Conditioning**  
 Researchers have developed a system made from chilled panels, called the Cold Tube, that can cool people using the concept of radiative cooling. According to project lead Adam Ryker, "the Cold Tube works by absorbing the heat directly emitted by radiation from a person without having to cool the air passing over their skin." At a demonstration in Singapore, participants reported feeling more comfortable when standing next to the panels even though the air temperature was still 80°C (30°C). Click here for the research. Read more.



The Cold Tube demonstration was set up for testing in Singapore's outdoor heat. Credit: Lee Sookheang

**Indoor Air Quality**  
**Berkeley Lab: Home Air Quality Monitors Useful for Wildfire Smoke**  
 Berkeley Lab has tested several low-cost home air quality monitors for accuracy in detecting indoor pollution levels. Smoke from wildfires in recent years has created hazardous outdoor air quality in several parts of the U.S. for days at a time. Berkeley Lab tested four commercially available monitors to more expensive systems used by regulatory agencies. Click here for the research. Read more.

**Advertisement**  
**Compressors Designed to Save Energy**  
 LG Business Solutions  
 Because single-stage compressors cycle often, wasted energy, lower compressor life and higher global warming potential (GWP) remain, several compressors allow for variable speed control and increased energy efficiency that lead to more comfortable environments. Designed for a variety of applications, LG's variable speed compressors include rotary and scroll options. All models feature advanced lubrication and intelligent algorithms to increase efficiency and simplify service. Click here to track compressor.

**In Other News**  
**Study: SARS-CoV-2 Spreads Indoors More Easily with Low Humidity**  
**ORNL Develops 3D-Printed Device That Enhances Carbon Capture**  
**Submissions Due Oct. 1 for Lower-GWP Refrigeration and Air-Conditioning Innovation Award**  
**Climate-Positive Data Center Uses Immersive Cooling to Save Energy**  
**Samsung Electronics Joins Carrier Alliance Supplier Program**  
**Underground Thermal Energy Storage Webinar to be Held**

**Have a great industry news story? Submit here.**  
**Advertisement**  
**Panasonic Healthy air solution gets a BOOST**  
 The easy-to-install IQ-CE™ Health Balance Energy Recovery Ventilator from Panasonic is now even more effective. The new upgrade includes the latest upgrade, greater efficiency, the new compact installation (IQ-CE) function to reduce airflow resistance, and the fit of a new, low-GWP motor with Smart Trap™ technology (IQ-CE) which gives it greater indoor air quality.  
 Get your installation and save a healthy buck. Ask your local HVAC distributor about the new Health Balance IQ-CE line for more information.

**DEPARTMENTS**  
**ASHRAE Journal**  
**Feature of the Week**  
**Creating Make-shift Negative Pressure Patient Rooms**  
 By Anne Sheehan, PE, HFSA Fellow ASHRAE, Barbara Johnson  
 During a pandemic, hospitals do not have much time to build negative pressure patient rooms. This article explores recommendations for creating these rooms quickly using appliances such as portable HEPA exhaust units, along with guidance from relevant codes and standards and hospital requirements. Download here.  
**ASHRAE News**  
**ASHRAE Learning Institute Announces 2023 Fall Online Course Series**  
 The 2023 Fall Online Institute Course Series from the ASHRAE Learning Institute (ALI) is now open for registration. The series includes a new course that will address mitigating building HVAC system readiness prior to building reopening to mitigate the spread of the SARS-CoV-2 virus. Click more.

**Sponsored Products**  
**25-Character Title XXXXXX**  
 Description text has 170-character limit (including spaces). Description text has 170-character limit (including spaces). Description text has 170-character limit. Read a  
**ICM**  
**COVID-19 Alert**  
**ASHRAE Epidemic Task Force Updates Building Readiness Guidance**  
 The ASHRAE Epidemic Task Force's updated Building Readiness guidance provides practical information and checklists for how buildings should operate during and after the pandemic and how to practically check operations. The guidance, ASHRAE also released previously, addresses:  
 • always necessary ventilation system operation  
 • building readiness modes of operation  
 • increased ventilation and filtration and  
 • building rehearsal or re-entrainment.  
 Download the guidance. Read more.

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**BELIMO**  
**Webinar**  
**How to Protect Your System and Save Money by Understanding the Effects of Glycol on HVAC Systems**

**AHR**  
**CHICAGO**  
**THE WORLD'S LARGEST HVAC&R EVENT**

**Webinar**  
**Oct. 13**  
**Console polymer solutions for mechanical piping applications**  
 Presenters: David Mann, CPE and Tony  
**uponor**