

The Only Magazine with Measured Performance & Real Building Performance Data

2019 Media Kit



HPB Editorial Advisory Board: Leaders of Sustainable Buildings

Kent W. Peterson, P.E., ASHRAE Presidential Fellow, LEED AP, is vice president and chief engineer at P2S Engineering in California with more than 30 years of experience in consulting engineering and commissioning. Peterson is a past ASHRAE president and a member of the Office of Federal High-Performance Green Buildings Advisory Committee for federal agencies. Peterson also served as chair of ASHRAE/USGBC/IES Standard 189.1, Standard for the Design of High-Performance Green Buildings.



David Grumman, P.E., Fellow/Life Member ASHRAE, founded Grumman/Butkus

Associates in 1973. The Chicago-based engineering consulting firm is dedicated to saving energy in existing buildings and sustainable design. As an active ASHRAE volunteer, he also chaired the group charged with developing ASHRAE's first green publication, ASHRAE GreenGuide: The Design, Construction, and Operation of Sustainable Buildings, and served as editor and contributing author of the first edition.



Kenneth L. Seibert, P.E., Member ASHRAE, LEED AP, is president of CMTA Inc., a 90-person consulting engineering firm located in Kentucky, Texas and Indiana, and is a 1983 mechanical engineering graduate from the University of Kentucky. Seibert is a member of the ANSI/ASHRAE/IES 90.1-2013 committee, and participated in publishing ASHRAE's Advanced Energy Design Guide for K-12 School Buildings: 50% Energy Savings.

Donald J. Winston, P.E., Member ASHRAE, has more than 30 years of HVAC experience working as an MEP contractor, commissioning agent, engineer, and entrepreneur. He provided oversight of the design, construction and commissioning teams for the One Bryant Park project, the first New York high-rise commercial building to achieve LEED Platinum. Winston is a graduate of Rensselaer Polytechnic Institute.



Lindsay Audin, LEED AP, is the president of Energywiz, Inc., a New York-based energy consulting firm. He holds certifications in

energy management and energy procurement. His 40 years in energy service include eight years as energy manager for Columbia University, where his work won many awards. He has been named National or International Energy Manager of the Year by several national organizations and is in the Energy Manager's Hall of Fame (maintained by the Association of Energy Engineers).



Adam Hinge, P.E., Member ASHRAE, manages Sustainable Energy Partnerships, a small New York consultancy specializing in energy efficiency program and policy issues. He is active in a variety of relevant professional organizations, including ASHRAE, and serves on the Board of Directors of the Institute for Market Transformation.



Vivian Loftness, FAIA, LEED AP, served a decade as head of Carnegie Mellon University's School of Architecture. In 2013, she was recognized as a LEED Fellow, Senior Fellow of the Design Futures Council, and one of 13 Stars of Building Science by the Building Research Establishment in the United Kingdom. Loftness has a bachelor of science and a master of architecture from the Massachusetts Institute of Technology.

HPB magazine: Reach **all 56,000 ASHRAE members**, plus **13,000 non-member building specifiers**.

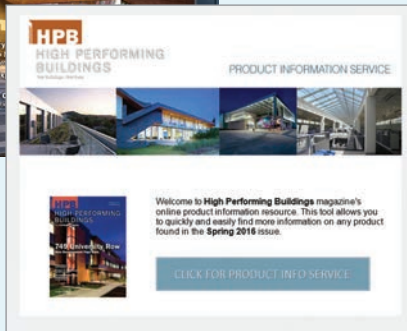


Total Average Qualified Circulation: **67,761¹**

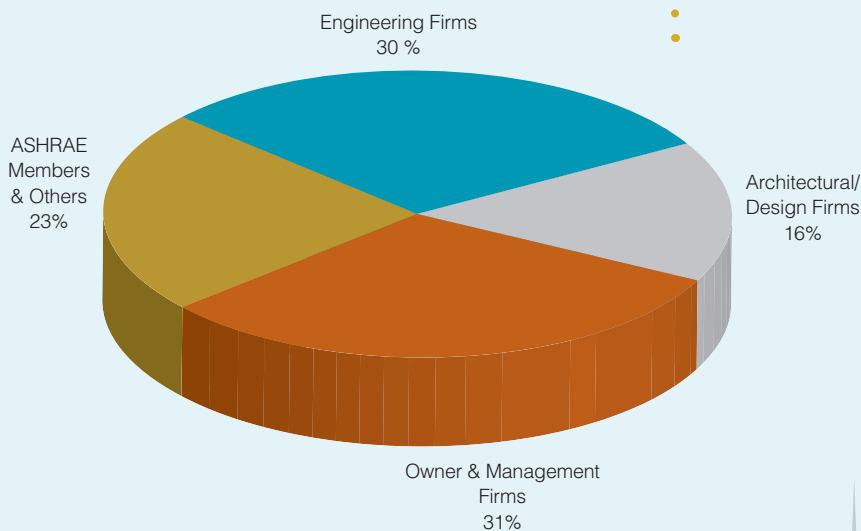
Total Average Pass-Along Circulation Plus Subscribers: **135,500²**

ASHRAE Members Receiving HPB Magazine:

100% of ASHRAE members receive HPB in print, digital or both formats.²



Principal Activity of Subscribers²



Engineering Firms **21,140**

Architectural/Design Firms **11,177**

Owner & Management Firms **21,931**

ASHRAE Members & Others Allied to Fields Served **15,889**

1. December 31, 2016. Alliance for Audited Media Audit Report.

2. Publisher's data. Compiled from Harvey Research.

HPB Reaches 135,500 Sustainable Building Decision-Makers in Print and Online¹



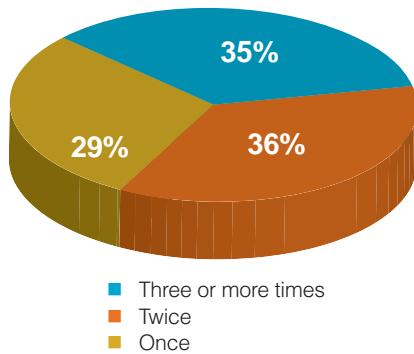
of HPB readers have purchasing power²



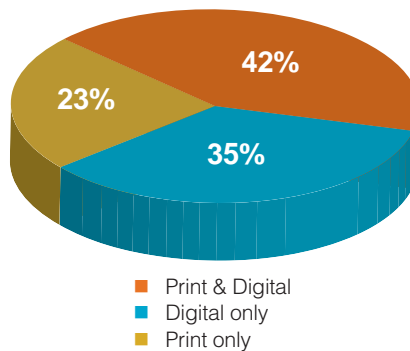
of HPB readers take action on advertisements¹

Do YOU SHARE your copy of HPB magazine?
2 people on average read each print issue of HPB.¹

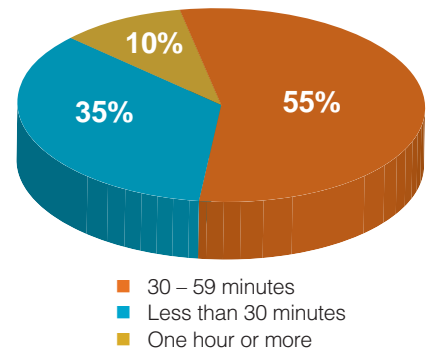
How Often Do You Read Each Issue?



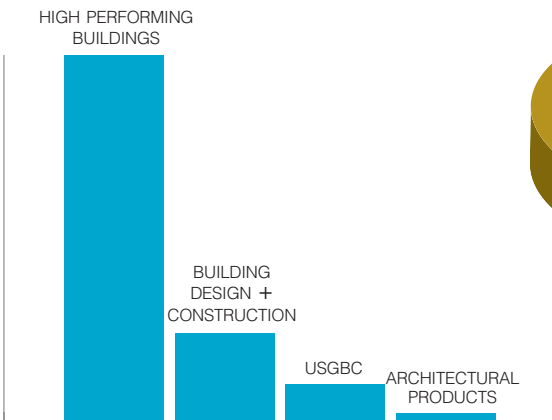
How Do You Prefer Reading HPB Magazine?



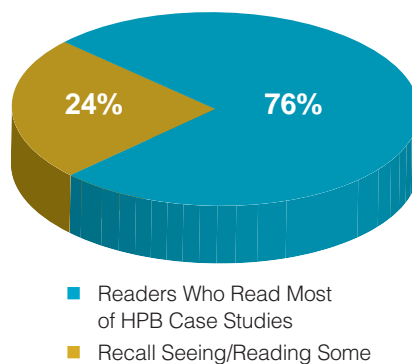
How Much Time Do You Spend Reading HPB Magazine?



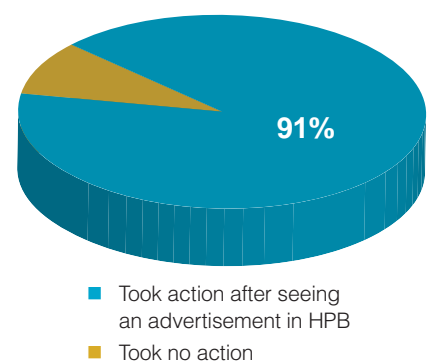
What Magazines Do You Receive?



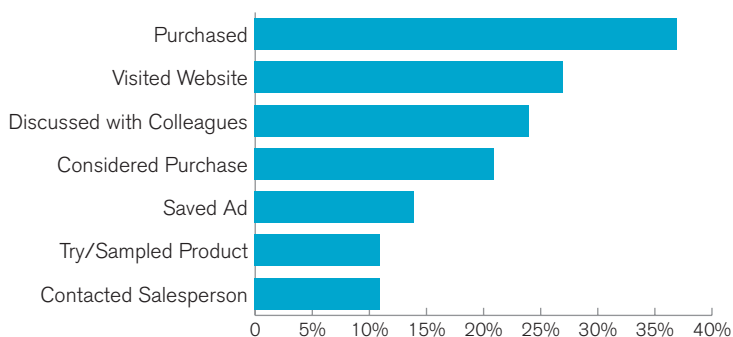
Do You Read All/Most of HPB Articles?



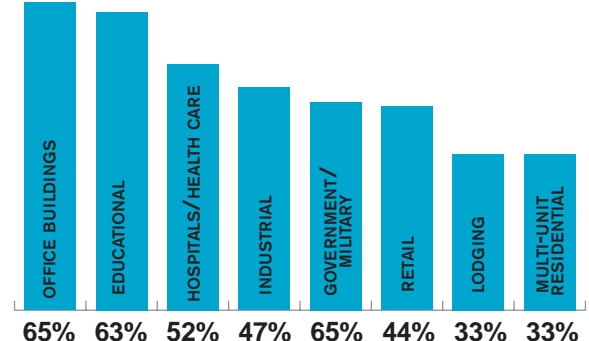
HPB Readers Act on Advertising



What Actions Did You Make on HPB Advertising?



What Types of Building Projects Involve Your Work?



2019 Editorial Calendar & Rates

Issue	Closing Date	Topic	Description	Target Audience	Target Sector
Spring 2019	February 14	Net Zero	Going Beyond Net Zero	Engineers and architects who design hybrid, passive and active systems.	Commercial Buildings
Summer 2019	May 16	Resiliency	Making Existing Buildings More Resilient	Architects and engineers helping communities recover from natural disasters.	Office & Commercial Buildings
Fall 2019	August 15	Water Conservation	Sharing Water Among Multiple Users	Building stakeholders who must conserve water	Industrial Warehouses
Winter 2020	November 14	Adaptive Reuse	Preservation vs. Performance in Old Buildings	Architects who design interiors of gutted buildings.	Health Care

Print Advertisement	Size	1x	2x	3x	4x	8x
Back Cover	8 7/16 x 11 1/8 inches	n/a	n/a	n/a	\$3,490	\$3,140
Inside Covers	8 7/16 x 11 1/8 inches	n/a	n/a	n/a	\$3,220	\$2,895
Full Page Trimmed	7x10 inches	\$2,500	\$2,375	\$2,260	\$2,145	\$1,930
1/2 Island	4 9/16 x 7 1/2 inches	\$1,725	\$1,640	\$1,555	\$1,480	\$1,330
1/2 Horizontal or Vertical	7 x 4 7/8 inches	\$1,475	\$1,400	\$1,330	\$1,260	\$1,135
1/3 Square or Vertical	4 9/16 x 4 7/8	\$1,115	\$1,055	\$1,005	\$955	\$855
1/4 Standard	3 3/8 x 4 7/8 inches	\$685	\$655	\$620	\$590	\$530

Color: 4C no extra charge.

Bonus Feature

Spring 2019	Matching Space for One-Half Page & Larger Ads
Summer 2019	Complimentary 30-Day White Paper
Fall 2019	Matching Space for One-Half Page & Larger Ads
Winter 2020	Complimentary 30-Day White Paper



Excellent articles, ads, often new information or presented in a new manner. I also speak internationally so it is important to stay on top of new items and trends. HPB does an excellent job in that respect. — Managing Partner

2019 Bonus Distribution

Spring

- AIA National Convention & Design Expo

Summer

- ASHRAE Annual Conference
- Building Owners & Managers Association Office & Building Show

Fall

- USGBC Greenbuild

Winter

- AHR Expo
- ASHRAE Winter Conference

HPB Digital Provides Online Marketing Solutions

Online ROS Advertisement	Size in Pixels	Less than 10K Impressions	10-20k Impressions	20k + Impressions
Leaderboard	728 x 90	\$125 CPM	\$100	\$95
Medium Rectangle	300 x 250	\$80 CPM	\$70 CPM	\$60 CPM
Search Result Advertisement	300 x 250	\$920/month		
Digital Edition Sponsorship	7x10 inches	\$5,200 for 100% distribution via email and online		

Instant access anywhere. All four Handbook volumes. **ASHRAE Handbook ONLINE**

Online Advertising Positions

Summer 2012 Teaching for the Future Stronger, Better, Greener Contents of the Past Thermal ACES Better With Age

Online Advertising Positions

Stronger, Better, Greener green community, focusing on passive building systems and integrated design.

Online Advertising Positions

Case Studies Y2E2 Standard University's Jerry Yang and Akiko Yamazaki Environment and Energy

Online Advertising Positions

Products Solar Positioning Block The Solar Positioning Function Block (SPFB) from YAGSO, Germantown, TN

Online Advertising Positions

Wills Tower tallest building in the western hemisphere still uses many of its original major building systems.

Online Advertising Positions

Energy System from Lennox, Dallas, feeds energy directly into the company's solar-ready Emergence® rooftop unit and supplies any excess electricity to the rest of the building or to the power grid.

Sponsored Whitepapers

Content Provided by MoQuay International Intro to Building Information Modeling (BIM) and its benefits

Content Provided by Johnson Controls International Absolute Zero Net Zero Energy commercial buildings – an inspiring vision for today

Content Provided by ClimateMaster 100% Outside Air Dehumidification Methods

Most Popular Most

- Maplewood Police and Court Building
- Omega Center for Sustainable Living
- Water Source Heat Pump Systems
- Deckside Synergy at Deckside Green
- Active Dedication and a 45° Despoint Design Criteria

HPBmagazine.org White Papers

Contact Us Advertise With Us Content Archive

HPB HIGH PERFORMING BUILDINGS

Simple. Portable. Universal. Access ASHRAE Resources **On the Go** with the Latest Mobile Apps and ePubs **ASHRAE**

CASE STUDIES ARTICLES ENERGY WATER INTERNATIONAL NET ZERO ADAPTIVE REUSE RESILIENCY BY SECTOR

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White Papers

White Papers

High Performing Buildings offers these commercial white papers for free download and use. For information on how to place a white paper on this site, please contact Greg Martin, manager of advertising sales, at gmartin@ashrae.org or direct by telephone at 678-539-1174.

Whitepapers

ASHRAE 90.1-2007 to 2010 to 2013: Changes in Air-To-Air Energy Recovery Requirements and the International Energy Conservation Code (IECC)
Content provided by Greenheck

Advanced Heating Technology: Applying VRF in Cold Climates
Content provided by Mitsubishi Electric

Seismically Certified HVAC Equipment
Content Provided by AAOON

White Paper Rates

\$1,500 for three months and unlimited impressions.
FREE for three-time or more advertisers.



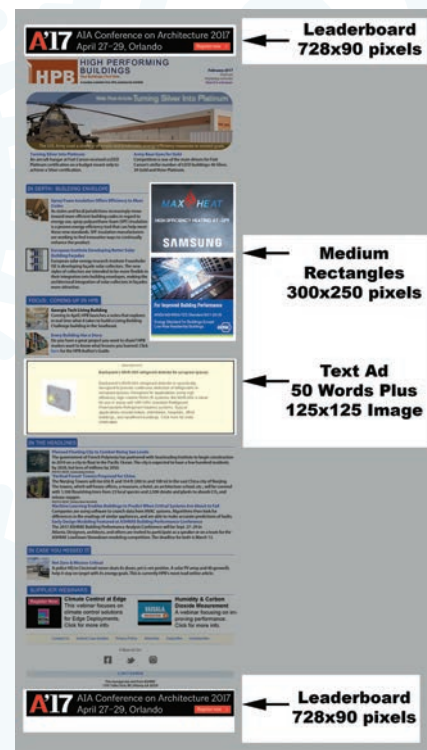
Keeps me in the loop on what is going on in the industry, and also, if someone else is doing something that I should be looking at.

– President, architectural firm

HPB E-Newsletter

Published The 1st Tuesday Every Month

- Offered to All ASHRAE Members and HPB Subscribers
- More than 50,000 Circulation
- Unique Editorial Content on Sustainable & Efficient Building Projects

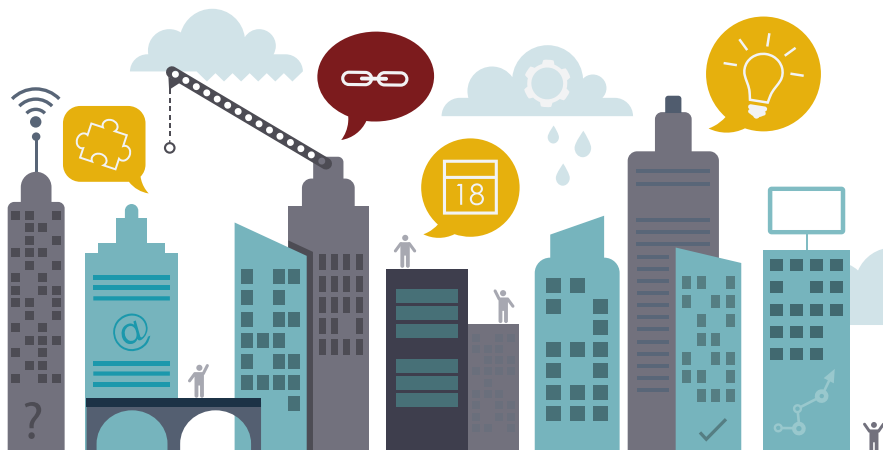


Online Monthly Rates for HPB Newsletters

Newsletter Gross Rates for HPB Magazine					
Creatives (jpg files)	Dimensions	1x	4x	6x	12x
Top and Bottom Leaderboards	728x90 px	\$3,710	\$3,380	\$2,980	\$2,815
Rectangles (two available)	300x250 px	\$3,510	\$2,990	\$2,800	\$2,540
Text Ad (two available)	125 x 125 jpg with 500 characters	\$4,440	\$3,955	\$3,610	\$2,950

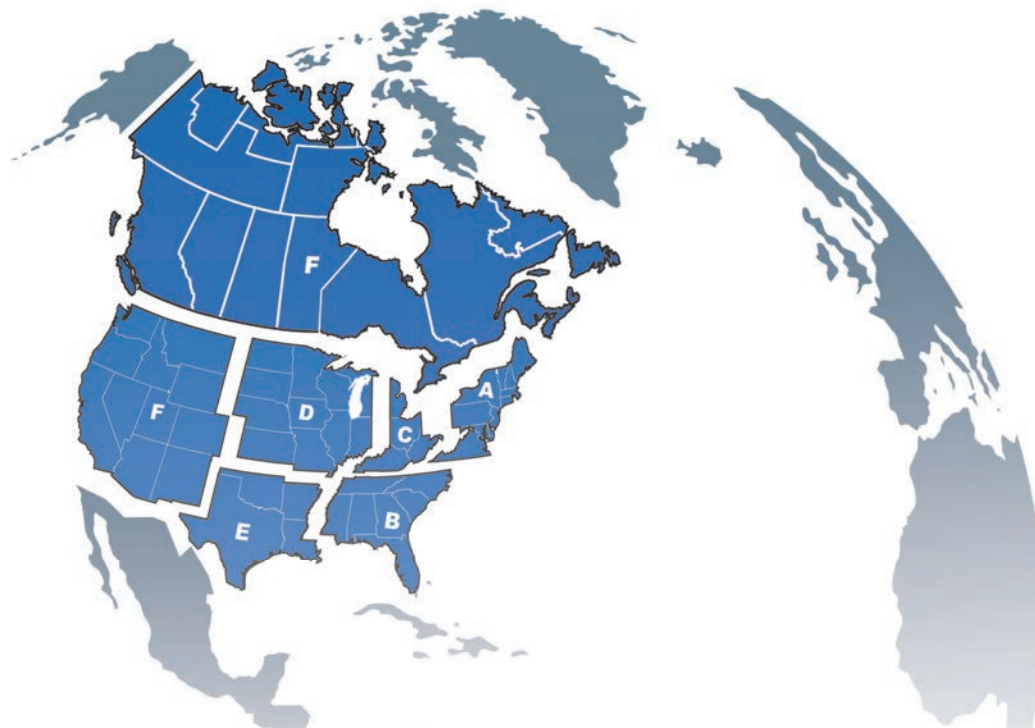
HPB provides reach across media, including:

- monthly eNewsletter
- comprehensive web site dedicated to green buildings
- webinars to demonstrate thought-leadership on sustainable technology



HPBmagazine.org Webinars

Demonstrate your firm's thought-leadership and technical solutions through a webinar with HPB branding. Benefits include 60-minute presentation, registrant information data, exclusive email blast and cobranding with HPB magazine. Gross rate: \$9,995.



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