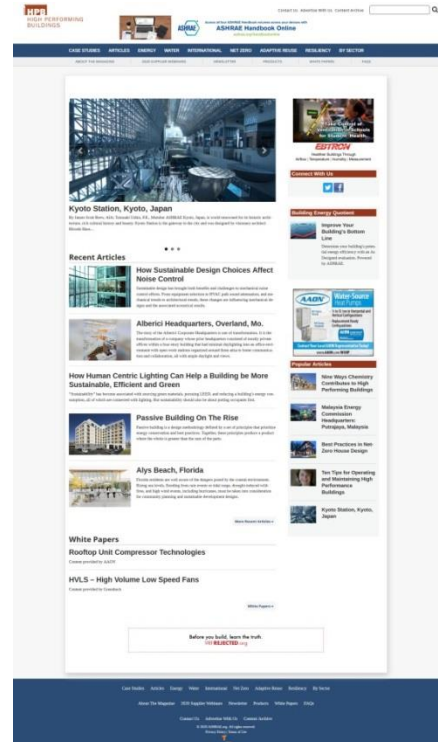


A | S | H | R | A | E M | E | D | I | A

HPB Magazine.org Website & Newsletter A comprehensive website dedicated to green buildings

HPB Magazine.org Website Traffic

Month Year	Page Views	Visits	Unique Visitors
Jun-21	23,689	5,470	3,963
Jun-21	23,689	5,470	3,963
Jul-21	20,987	4,841	3,722
Aug-21	20,126	4,336	3,311
Sep-21	18,700	5,223	2,925
Oct-21	17,761	5,249	3,148
Nov-21	14,251	4,815	2,989
Dec-21	12,049	4,156	2,233
Jan-22	14,471	4,583	2,437
Feb-22	14,038	4,449	2,330
Mar-22	14,975	4,617	2,410
Apr-22	15,548	4,825	2,560
May-22	14,158	4,670	2,201
Jun-22	13,976	4,724	1,868
Total	214,729	61,958	36,097
Average	16,518	4,766	2,777



Monthly Gross Rates for HPB Magazine.org

Advertisement Type	Size	Less than 10K impressions	10K-20K impressions	More than 20K impressions
Leaderboard	728 x 90	\$175 CPM	\$150 CPM	\$125 CPM
Medium Rectangle	300 x 250	\$150 CPM	\$125 CPM	\$100 CPM
Search Result	300 x 250	\$1000 per month		
Whitepaper Post	\$1,500 for three months and unlimited impressions			
Sponsored Content	\$2,000 - \$3000 per month			

High Performing Buildings Newsletter



Published on the 1st Tuesday of the Month

Average Received: 73,433

Average Opens: 31,502

Open Rate: 42.9%

Ad Position	Avg. Clicks	Click Thru Rate
Rectangle	101	0.33%
Top & Bottom Leaderboards	172	0.27%
Text	102	0.35%
Product Listing	37	n/a

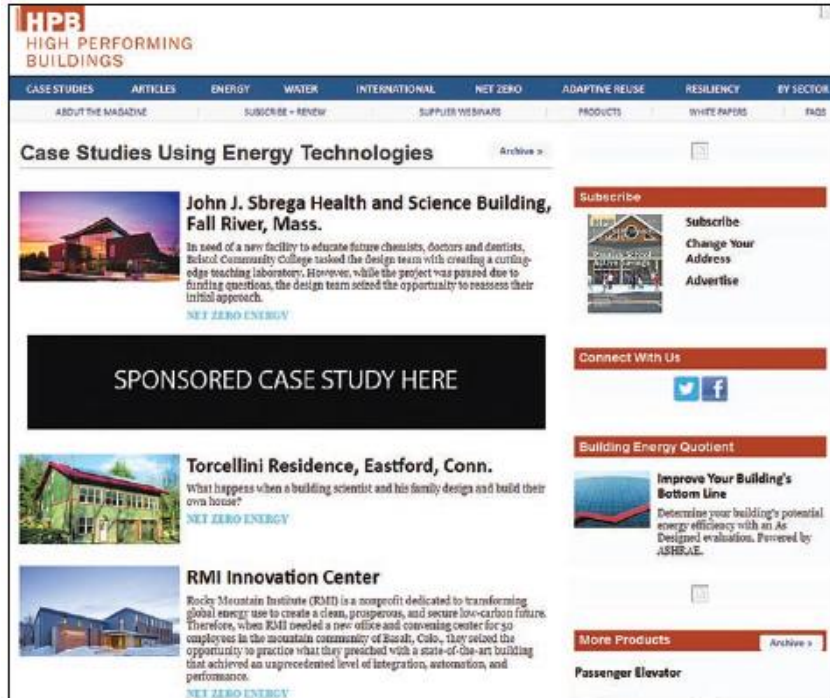
Newsletter Rates and Creative:

Position	Size	Gross Rate per Issue, based on total placements per year		
		1 - 3	4 - 6	7 +
Rectangle	300x250	\$4,630	\$4,025	\$3,420
Top & Bottom Leaderboards	728x90	\$6,125	\$5,325	\$4,525
Text Ad	216x216 image + text	\$5,170	\$4,495	\$3,825
Product Listing	125x125 image + text	\$1,985	\$1,725	\$1,465
All of the Above		\$19,305	\$16,405	\$13,945

Sponsored Content for HPB Magazine.org and Newsletter

Use this high-impact placement to position your company as an expert in sustainable building solutions and to establish trust with architects and building owners.

WEBSITE: The Sponsored Content will always appear during the contracted month as the second listing with the words “Sponsored Content” before the headline. Placements are available in 10 sections of the website:



\$3,000 gross / month: Home Page
\$2,000 gross / month: Case Studies Articles Energy Water International Net Zero Adaptive Reuse Resiliency By Sector

NEWSLETTER: The Sponsored Product Listings will appear in the HPB newsletter for the contracted month. Placements are \$1,465 - \$1,985 gross each.

SPONSORED PRODUCTS

	<p>Headline limit is 30 characters Body text limit will be 170 characters (including spaces). Body text character limit will be 170 characters. Body text character limit will be 170 characters. x Read more</p>		<p>Headline limit is 30 characters Body text limit will be 170 characters (including spaces). Body text character limit will be 170 characters. Body text character limit will be 170 characters. x Read more</p>
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Ad Specifications: Content should be related to sustainable building solutions of interest to architects and building owners.

Website: 6-word headline; 350-character intro text (including spaces)

- Full article text and images with a layout scheme which will be formatted by the HPB editors to link to an html file

Newsletter: 25-30 character headline; 170-character description text; 125x125 pixel image; URL

- Ad files must be received 5 business days prior to launch date. Do not send the files in .zip format.
- Submit to Vanessa Johnson (vjohnson@ashrae.org) and cc: Allyson Looby (adminaa@lindenassoc.com)