

# 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 70,000 readers every month. All circulation is paid readership through Journal subscriptions.
- 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: 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

## Rates and Creative:

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

\*Text Ad is 216x216 Image plus 400 character description & 40 character headline

\*Product Listing is 125x125 Image plus 170 character description + 40 character headline

File Formats –JPG; 100k max file size

\*Metrics are the averages through August 2022

The image shows a preview of the ASHRAE HPB newsletter content. It features several article teasers with images and headlines. Key headlines include:
 

- Benefits of Integrated Controls for VRF** (with a 'Read more' button)
- HPB HIGH PERFORMING BUILDINGS** (with a 'Read more' button)
- UTILITY INCENTIVES: DRIVING TOMORROW'S ENERGY-EFFICIENT INFRASTRUCTURE** (with a 'Free Webinar' badge and date 'AUGUST 25 | 2PM-3PM EDT')
- Finding a Balance: Evaluating Carbon Footprint for Optimal Environmental Performance** (with a 'Read more' button)
- Interior Fit-Out Achieves High Performance in India** (with a 'Read more' button)
- Office Buildings Go "Deep Green"** (with a 'Read more' button)
- Dutch Office Campus Aims to Be World's Most Sustainable Tech Hub** (with a 'Read more' button)
- 90.1 Perfect** (with a 'Read more' button)

 At the bottom, there are social media icons for Facebook, Twitter, and LinkedIn, along with a footer containing copyright information and contact details for ASHRAE.