



ASHRAE Media



2012 INTEGRATED MARKETING GUIDE



ASHRAE Journal
 ASHRAE Handbook
 ASHRAE.org
 ASHRAE Journal's Official
 AHR Expo Product & Show Guide

ASHRAE Journal's Official AHR
 Show Daily Newspaper
 eNewsletters
 Conference Sponsorships

INTEGRATED MARKETING SOLUTIONS FROM ASHRAE

ASHRAE offers the most effective marketing solutions available in the HVAC&R industry.

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Solutions include ASHRAE Journal, widely regarded as the most valuable, useful magazine in the HVAC&R industry. More than 53,000 HVAC&R professionals – including engineers, architects, contractors and facility engineers receive the monthly print edition. More than 30,000 receive the Digital ASHRAE Journal.

ASHRAE offers much more in marketing opportunities. These include:

- ASHRAE.org
- eNewsletters
- High Performing Buildings, the magazine of measured performance for efficient and sustainable buildings
- Sponsorships of ASHRAE activities where industry VIPs gather
- ASHRAE Journal's Official AHR Expo Product and Show Guide, and ASHRAE's Show Daily newspaper.

ASHRAE Journal's Product and Show Guide and Show Daily newspaper provide unique and contractual distribution on the floor and entryways of AHR Expo.

More than 53,000 HVAC&R professionals receive the monthly print edition, and more than 30,000 receive the Digital ASHRAE Journal.



ASHRAE JOURNAL FAST FACTS

Avg. Qualified Subscribers	52,688 ¹
Total Readership	Each copy read by 1.9 people, equaling total circulation of 100,107. ²
Bonus Distribution	Major Industry Expos worldwide including AHR Expo.
Readership Quality	100% of ASHRAE Members receive ASHRAE Journal. ²
Reader Response	91% of readers take action based on Journal advertisements. ²
Read Regularly	68% of professionals read the Journal regularly. Ranked first in independent research when compared to ES (29%), HPAC (28%) and CSE (23%). ²
Kept As Reference	60% of those surveyed keep the Journal for future referencing. Ranked first in independent research when compared to ES (7%), HPAC (5%), and CSE (3%). ²
Helpful for Work Projects	59% of professionals ranked ASHRAE Journal as most helpful to their work. Ranked No. 1 in independent research when compared to HPAC (11%), ES (9%) and CSE (5%). ²
Information on New Products & Services	42% surveyed chose ASHRAE Journal for the most information on new products and services. Ranked first in independent research when compared to CSE, ES and HPAC. ²
Concise & Easy-to-Read	39% surveyed indicated that ASHRAE Journal offers the most concise and easy-to-read information. Ranked first in independent research when compared to HPAC (13%), ES (12%) and CSE (5%). ²
Best Liked Publication	50% surveyed chose the Journal as the overall publication they like best. Ranked first in independent research when compared to HPAC (11%), ES (8%) and CSE (4%). ²
Website Traffic	No. 1 Most Visited HVAC&R Website. ⁵
AHR Expo Visitors' Choice	An independent survey revealed ASHRAE Journal as the No. 1 choice of AHR Expo visitors for planning a trip to the Expo and keeping up with HVAC&R engineering news and technology. ⁶
Professional Engineers	More than 15,500 Journal recipients are licensed professional engineers. ⁷
Advertisers' Choice	Market leader since 2007. ⁴ The Journal published 729 advertising pages in 2010 to earn a 45% Share of Market, more than any other HVAC&R engineering publication. ⁴
Engineering Leadership	67% of readers are management-level with their firms. 23% are owners or partners. ²

Sources: 1. ABC Publisher Statement, Dec. 31, 2010. 2. Harvey Research. 2011. Ad-Q Publisher's Report. 3. Stratton Research. 2007. Competitive Readership and Market Perception Survey of HVAC&R Publications. 4. IMS. 2011. Independent statistical analysis of ASHRAE Journal, Engineered Systems and HPAC Engineering. 5. Alexa.com. 2011. Web site traffic for ASHRAE.org, esmagazine.com and hpac.com. 6. Exposition Research, Inc. 2008. 7. Publisher's own research.

INTEGRATED MARKETING TESTIMONIALS

TACO

The Need: Pump manufacturer Taco launched its advanced design tools for commercial hydronic systems. The company needed to brand its products as solutions to making engineers' jobs easier with data-rich files for its commercial pumps. With Building Information Modeling becoming more widely used, HVAC&R professionals needed to know that Taco's commercial pumps work with BIM for determining system sizes and configurations for optimal building efficiency.

The Solution: Taco launched an integrated marketing campaign to reach HVAC&R leaders through ASHRAE. Taco's strategy consisted of a balanced in-person, digital and print approach.

- **In Person:** Sponsored the 2010 ASHRAE Winter Conference Presidents Luncheon with microphone time for Taco's president to personally address ASHRAE VIPs. Taco also received an attendee list, and conference registrations for its executives to network with ASHRAE leaders.
- **Print:** Purchased a gatefold advertisement equal to four print pages in ASHRAE Journal's January 2010 issue and AHR Expo Product and Show Guide. Taco's standout print advertising reached 52,000+ ASHRAE Members who read The Journal and 20,000 attendees to AHR Expo.
- **Digital:** Taco reached web viewers through a run-of-site campaign on ASHRAE.org and text advertising in The HVAC&R Industry eNewsletter.



Taco's Results:

- Click rate tripled the industry average click-through rate of 0.10 for its text advertisement.
- Scored 50% higher than B2B click-through benchmark for its web-based advertising.
- Received hundreds of recorded leads and clicks from reaching print and digital readers.
- Rated as the most viewed and remembered advertiser that was not on the back cover, including the following testimonial.
 - "I remember their ad in the show issue. Their people are on the move and have it together."
– President, Engineering Firm

AUTODESK

The Need: During a time when fewer new buildings are built and building owners struggle to reduce energy use in existing buildings, Autodesk needed to reinforce its software as an important tool for boosting efficiency in existing buildings and renovation projects through the Revit platform, Navisworks, AutoCAD and Ecotect Analysis.

Autodesk's Results:

- Click rate earned multiples greater than the industry average for web advertising.
- Received many inquiries for product information through an e-mail blast to Journal readers.
- Addressed Autodesk solutions to more than 600 ASHRAE Members at one time during the Winter Conference.
- Used the Conference Attendee mailing list to reinforce its message with a mailing campaign.

The Solution: Autodesk contacted ASHRAE for a customized program to reach designers and owners in-person and through print and digital media.



- **In Person:** Sponsored the 2010 ASHRAE Winter Conference Plenary Session, where the top leaders of ASHRAE gathered to recognize the best designed projects of the previous year. An Autodesk executive personally addressed ASHRAE leaders and demonstrated his company's support of ASHRAE's mission to promote a sustainable world. Autodesk also received a Conference attendee list for follow-up.
- **Digital:** Saturated ASHRAE.org, the world's most visited HVAC&R technology web site, with rich media web advertising. Also reached viewers with white papers and text advertising in ASHRAE eNewsletters.
- **Print:** Purchased full-page advertising to highlight how its products help with Building Information Modeling.

LG ELECTRONICS

The Need: As the global leader in air-conditioning production since 2000, LG Electronics needed to increase its market share in the United States along with the coinciding launch of its Multi-V system in 2009.



The Solution: LG purchased the Diamond-level integrated marketing program with ASHRAE to engage building leaders through digital and print information on LG's role in boosting efficiency for HVACR equipment.

- **Digital:** Lead all ASHRAE Journals distributed through the Internet and e-mail by sponsoring the digital edition. Every digital edition provides recognition to LG through its sponsorship page with live links. Purchased more than 1 million impressions on ASHRAE.org with rich media web advertising and 16 eNewsletter advertisements.
- **Print:** Purchased two full-page advertisements in ASHRAE Journal and another full-page ad in High Performing Buildings to highlight how its products help achieve high-efficiency buildings and duct-free solutions.

LG's Results:

- More viewers clicked on LG advertising than any other advertising or editorial link in a 0.42, four times greater than the industry average for web advertising.
- Exceeded 1,000 leads and more than 500 other requests for product information since the campaign's beginning.



January Issue:

ASHRAE JOURNAL'S OFFICIAL AHR EXPO SHOW GUIDE AND SHOW DAILY: CHICAGO, JAN. 23 – 25, 2012

**No other publication offers on-the-floor
distribution at AHR Expo thanks to
ASHRAE's co-sponsorship.**



As an Expo co-sponsor, ASHRAE offers unique and contractual distribution of the Product & Show Guide for entryway, registration and floor distribution. More than 73,000 copies of the Show Guide will be distributed—53,000+ copies mailed in ASHRAE Journal and 20,000 copies onsite at Show registration, entryways and on the Show floor.

The Show Guide includes an exhibitors list, floor plans, hot products displayed at the Expo, and the 2012 AHR Expo Innovation Awards.

Orders and Materials received by Nov. 5, 2012 qualify for an additional 5% discount.

Ad closing date: Nov. 26

Special 50% Discount Program

- Advertisers in the January 2012 issue receive a 50% discount for increased advertising in January 2013.
- Advertisers who purchased a full-page in January 2012 can order a two-page spread in January 2013 with a 50% discount applied to the additional purchased page.
- Contact a sales office or Greg Martin at gmartin@ashrae.org for more information.

Show Guide Rates Per Insertion for Three-Time or More Journal Advertisers		Regular Rates Per Insertion	
Full Page	\$6,565	Full Page	\$8,675
2/3 Page	\$4,835	2/3 Page	\$6,505
1/2 Island	\$4,520	1/2 Island	\$6,245
1/2 Page	\$3,865	1/2 Page	\$5,200
1/3 Page	\$2,895	1/3 Page	\$3,900
1/4 Page	\$2,260	1/4 Page	\$3,035
1/6 Page	\$1,775	1/6 Page	\$2,170
Inside Cover — \$12,080 SOLD			
Back Cover — \$13,090 SOLD			
Color Rates Add: Four Colors: \$1,415; PMS Match: \$875; 2 color std.: \$620			
Metallic: Call for quote			

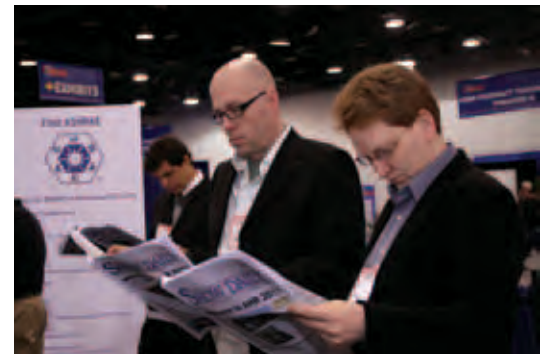
ASHRAE JOURNAL'S OFFICIAL SHOW DAILY

The only newspaper available at the Expo entrances, more than 20,000 copies of Show Daily are distributed on the first and second days of the Show. Issues include exhibitor news, announcement of AHR Expo Innovation Awards, updated information on Show events, and the updated New Product Technology Theater schedule.



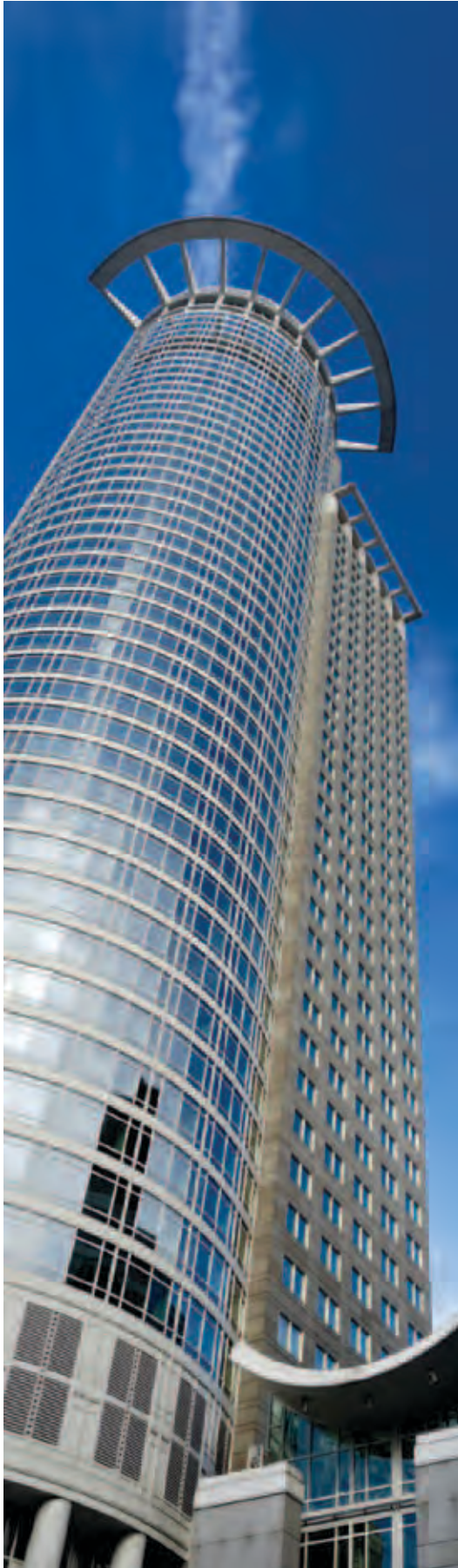
Ad closing date: Jan. 3, 2013.

Show Daily is the only newspaper distributed at AHR Expo.



Page & Size	Rates
Center Spread (20.5 × 15 in.)	\$17,880
Back Cover (10 × 15 in.)	\$10,110
Inside Cover (10 × 15 in.)	\$9,150
Tabloid Page (10 × 15 in.)	\$6,700
½ Tabloid Page Vertical (5 × 15 in.)	\$5,350
½ Tabloid Page Horiz. (10 × 7 1/2 in.)	\$5,350
Standard Page (7 × 10 in.)	\$5,020
2/3 Standard Page (4 9/16 × 10 in.)	\$3,765
1/2 Island (4 9/16 × 7 1/2 in.)	\$3,415
1/2 Std. Page Vertical (3 3/8 × 10 in.)	\$3,015
1/2 Std. Page Horizontal (7 × 4 7/8 in.)	\$3,015
1/3 Std. Page Vertical (2 3/16 × 10 in.)	\$2,260
1/3 Std. Page Vertical (2 3/16 × 10 in.)	\$2,260
1/4 Std. Page (3 3/8 × 4 7/8 in.)	\$1,750
Color Rates Add: Four Colors, \$1,080; Two Colors, \$600; Bleed not available.	





July and December Issues: **BONUS MATCHING SPACE IN ASHRAE JOURNAL**

Place a full- or half-page ad in ASHRAE Journal's Brand Merchandising Section to receive **FREE** matching space.

- Receive twice the exposure to more than 53,000 of the industry's most involved professionals in these special sections bound into ASHRAE Journal.



- Win credibility by providing ASHRAE members with this information for evaluating the application of technology, identifying design solutions, and specifying products.
- Build brand recognition in the advertising section with messaging that explains product features, benefits, design applications, or how it helps to meet ASHRAE Standards or earn LEED® points.

In July, Sustainable Products Capabilities

Closing Date: **June 1, 2012**

In December, 2013 Product Preview

Closing Date: **Nov. 1, 2012**

Use bonus matching space to explain your product's technology or provide a history of your company at no additional cost.

February, May, August and November Issues: ASHRAE JOURNAL'S INFOCENTER

This ASHRAE Journal section is the perfect place for integrated marketing by promoting a web site, catalog, or technical bulletins.

- Published quarterly, InfoCenter ads contain a four-color photo, a title, and 50 to 70 words of text, depending on its size.
- Insertions are available in 1/4 page or 1/8 page sizes.
- Every 1/4-page ad earns you 30,000 impressions of an ad (125 × 125 pixels) on the ASHRAE.org, the No. 1 online source for HVAC&R engineering information.

1/4 Page Ad (3 3/8 × 4 inches) \$1,535 gross

1/8 Page Ad (3 3/8 × 1 7/8 inches) \$1,270 gross



Use quarter-page InfoCenter placements to automatically integrate your campaign with print and digital messages.



March and September Issues:

AD-Q ADVERTISER REPORT

NO ADDITIONAL COST

Advertisers placing a half-page or larger ad in the March or September issues of ASHRAE Journal receive a free copy of the Ad-Q Advertiser Report, published by internationally respected market research firm Harvey Research. This provides an easy way to measure the effectiveness of your advertising efforts and return-on-investment. This research report gives quantitative scores, including:

- Number of readers who saw and read each ad.
- A composite of your advertisement's effectiveness.
- Number of readers with buying/specifying influence relating to the product advertised.
- Number of ads by size and color.



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ALL ISSUES: VALUE-ADDED MARKETING OPPORTUNITIES



ADVERTISING E-MAIL BLAST AND LEAD REPORTS

- E-mail blast sent each month to nearly 50,000 people with hotlinks for product and service information.
- Automatic responses sent to your advertisement.
- Online access to leads provided as part of your advertising package, including addresses and e-mail.
- Automatically generated reports can be downloaded online into text (.txt), comma separated values (.csv), and dBASE III (.dbf) files.

ADDITIONAL INTEGRATED MARKETING OFFERS

Contact an ASHRAE sales office for more information on added-value opportunities, plus savings on eNewsletter and web-based opportunities.

	Value
Four one-eighth page InfoCenter ads in color	\$5,080
ASHRAE HandbookCD Web links (includes three chapter links)	\$1,800
One-Time use of names from the ASHRAE Journal subscription list	\$1,115
Additional ASHRAE HandbookCD Chapter Web links	\$150/link
Free Listing in ASHRAE.org Product Directory	\$2,400

- Four one-eighth page InfoCenter ads.
- Receive automatic responses to your advertisement.
- Online access to leads is provided as part of your advertising package, including addresses and e-mail.
- Automatically generated reports can be downloaded online into text, comma separated values, and dBASE III files.

ASHRAE.ORG: WORLD'S NO. 1 HVAC&R ENGINEERING WEB SITE DESTINATION

Best way to integrate your brand online and generate traffic to your Web site

- 4.2 million average page views per year
- 150,000+ visitors per month
- 100,000+ unique visitors per month
- 3 average page views per session
- 5 minutes average user session

No. 1 HVAC&R Publication Website Destination

(Data from Google Search on June 29, 2011)

1,690 Links to ASHRAE.org

106 Links to HPAC.com

44 Links to esmagazine.com

No. 1 Ranked HVAC&R Engineering Publication Website

(Based on Three-Month Average of Global Internet Users Visiting each Web site based on reach and page views, according to Alexa.com on June 29, 2011)

79% ASHRAE.org/ASHRAE Journal

11% HPAC magazine

10% Engineered Systems magazine



No other website compares to ASHRAE.org for its unique content that engineers need for their projects.

INTEGRATE YOUR COMPANY'S MESSAGE IN ASHRAE.ORG

ASHRAE.org offers several other programs for integrated marketing solutions. Include a message in keyword/search results, electronic newsletters, webcasts, list rentals and product and service directory.

Ad	ROS AD RATES (COST/THOUSAND)		
	Up to 100K Impressions	100K to 300K Impressions	300K + Impressions
Skyscraper (120 × 600 pixels)	\$45	\$40	\$35
Vertical Banner (120 × 240 pixels)	\$35	\$30	\$25
Square Button (125 × 125 pixels)	\$30	\$25	\$20
Bottom Banner (468 × 60 pixels)	\$25	\$20	\$15

ASHRAE E-NEWSLETTERS: REACH INDUSTRY PROS, INCLUDING ASHRAE'S MEMBERSHIP

HVAC&R Industry = 70,000 opt in readers each week.
eSociety = 65,000 subscribers each month.

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THE HVAC&R INDUSTRY — PUBLISHED EVERY THURSDAY, 52 TIMES IN 2012

- Reaches more than 70,000 opt-in readers each week
- Product announcements
- Late-breaking industry news
- ASHRAE activities

RATES

Skyscraper (120 × 600 pixels)
\$2,600/week; \$8,500/month; \$22,500/quarter

Top & Bottom Banners (468 × 60 pixels)
\$2,575/week; \$9,000/month; \$24,000/quarter

Text Advertisement (125x125 pixel image plus 360 character description and seven-word headline)
\$2,625/wk; \$9,000/mo; \$24,000/quarter

eSOCIETY — PUBLISHED ON SECOND WEDNESDAY, 12 TIMES IN 2012

- Reaches 65,000+ subscribers each month
- Readers include ASHRAE VIPs, such as CEOs and senior management
- Quick links to ASHRAE Journal articles
- ASHRAE news and activities
- Links to ASHRAE Insights departments

RATES

Skyscraper (120 × 600 pixels)
\$2,000/month; \$5,000/quarter

Top & Bottom Banners (468 × 60 pixels)
\$2,500/month; \$5,500/quarter

Text Advertisement (125x125 pixel image plus 360 character description and seven-word headline)
\$2,625/wk; \$9,000/mo; \$24,000/quarter.



ASHRAEJOBS.COM: SOURCE FOR QUALIFIED CANDIDATES

Send your message to employers and job-seekers through ASHRAEjobs.

ASHRAEjobs is a unique Web site that reaches HVAC&R employers and professionals who use the site to advance their careers and find the best candidate for positions. ASHRAE Members receive top placement for listings. ASHRAEjobs offers display advertising in prominent positions throughout the site.

An average of 4,500 job-seekers visit ASHRAEjobs.com every month.

ASHRAE HANDBOOK: LINK FROM THE INDUSTRY'S MOST TRUSTED TECHNICAL RESOURCE

Link from the ASHRAE Handbook, either CD or online – the most reliable and trusted HVAC&R resource for technical information.



- The comprehensive four-volume series has one volume updated each year.
- More than 40,000 Handbook CDs are distributed each year.
- Volumes cover principles, practices, system design, and applications.
- The system designer's best resource to verify applications and best practices.

Handbook users see a link to Related Commercial Resources in each Handbook chapter for equipment that can implement solutions. Clicking on the related Commercial Resources link takes building designers to a Web page with links to your company's products, equipment and services, all directly related to the subject being researched by the user.

More than 40,000 ASHRAE Handbook CDs are distributed each year.

For a net cost of \$1,800, you will be linked for 12 months. The price includes a link on the master list and a link in any three chapters of the Handbooks. Additional chapters are only \$25/month.

WHITE PAPERS ON ASHRAE.ORG

Share the latest technology or applications on the World's No. 1 HVAC&R engineering web site, www.ASHRAE.org. With a direct link from the ASHRAE.org home page, white paper opportunities include unlimited impressions on a month-by-month basis. Purchase a White Paper as part of an integrated marketing program or as a single opportunity. Topics include: design tools, heating, ventilation, air conditioning, refrigeration, humidity control, Building Information Modeling and other building topics.

Rate: \$1,000 per month, unlimited impressions



ASHRAE white paper opportunities include unlimited monthly impressions.

ASHRAE SPONSORSHIP OPPORTUNITIES

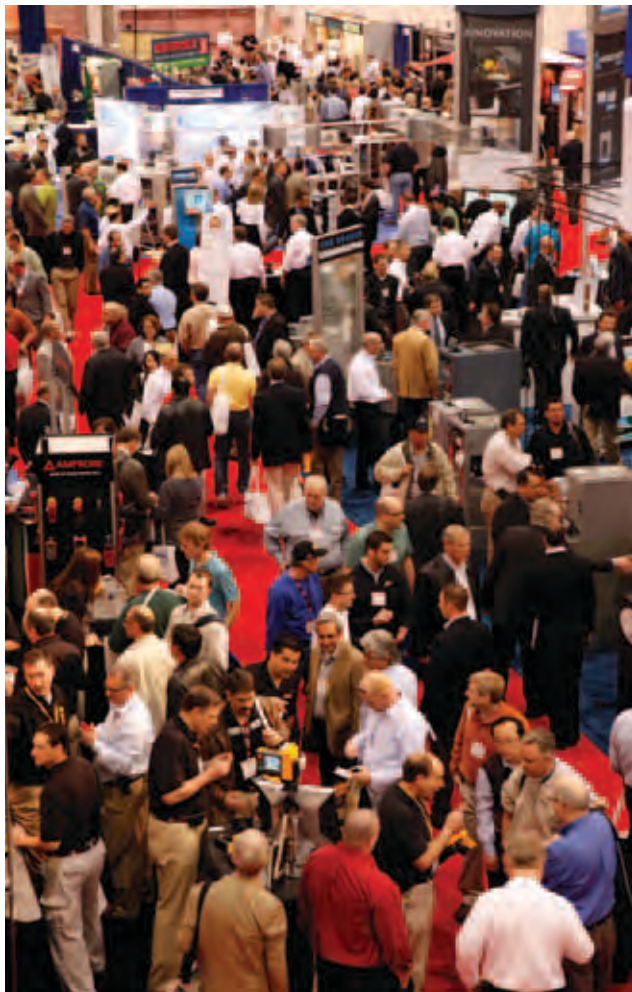
2012 WINTER CONFERENCE

Chicago, January 21 – 25

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Held in conjunction with the 2012 AHR Expo, the ASHRAE Winter Conference in Chicago will attract the most important specifiers in the HVAC&R market. Through a sponsorship program, you can reach these engineering leaders—more than 3,000 individuals.

The top engineering firms will be represented by their principals, chief engineers and engineering department heads to shape industry technology. Present your message to this elite group through a sponsorship program independent of your ASHRAE Journal advertising schedule or as a part of it.



SPONSOR

WINTER 2012 CONFERENCE SPONSORSHIP OPPORTUNITIES

EVENT SPONSORSHIPS

Includes microphone time to address HVAC&R leaders and gift opportunity

- Plenary Session—\$15,000
- Welcome Party—\$20,000
- President's Luncheon—\$20,000
- Members Night Out—\$20,000

GIFT SPONSORSHIPS*

Strengthen your brand through collateral

- Water Bottles—\$5,000
- Lanyards—\$5,000
- Conference Bags—\$5,000
- Additional gift opportunities may be proposed to ASHRAE

DESTINATION SPONSORSHIPS

Build brand visibility at these top locations

- Internet Cafe—\$7,500
- Conference Bookstore—\$7,500
- Student Program—\$7,500
- Additional conference destination opportunities may be proposed to ASHRAE

GENERAL CONFERENCE SPONSORSHIPS

Show Support For ASHRAE

2,500 Sponsorship Fee

2012 ANNUAL CONFERENCE SPONSORSHIP

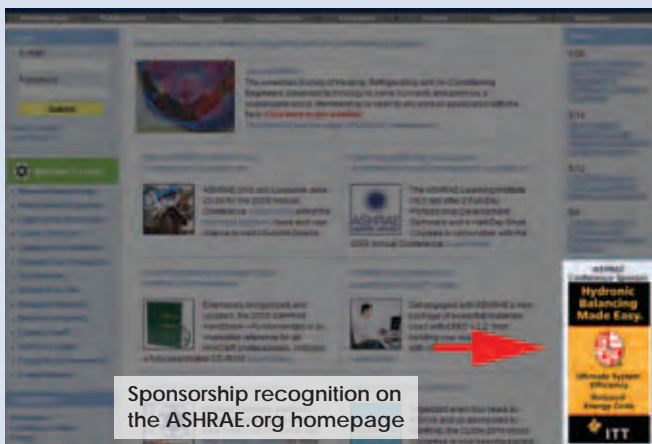
Event, gift and destination sponsors receive the corresponding sponsorship benefit at one-half price for the following ASHRAE annual conference (June conference).

*Production costs not included.

SPONSORSHIPS

ASHRAE SPONSORSHIP BENEFITS

- One sponsorship banner on the homepage of ASHRAE.org.
- One-time use mailing list of meeting attendees.
- Company logo in ASHRAE Meeting Promotions and in the monthly newspaper distributed to all ASHRAE Members.
- Sponsorship plaque suitable for a show booth.



2012 ANNUAL CONFERENCE

San Antonio, June 23 – 27

Let your company's message resonate with the most influential and respected people in the HVAC&R community by sponsoring events at the ASHRAE Annual Meeting. Each year, this meeting attracts those with the most involvement in specifying HVAC&R equipment as ASHRAE begins its next year with a new slate of officers, technical program and discussions on industry topics. Through a sponsorship program, you can reach these engineering leaders—nearly 3,000 individuals—at the ASHRAE Winter Meeting. Those representing the top engineering firms include principals, chief engineers and engineering department heads.



ADVERTISING SALES OFFICES

A. EASTERN SALES REPRESENTATIVES

Nelson & Miller Associates –
Denis O'Malley; Bob Fox
5 Hillandale Ave., Suite 101
Stamford, CT 06902
Phone (203) 356-9694 | Fax (203) 356-9695
E-Mail: sales@nelsonmiller.com

B. SOUTHEASTERN SALES REPRESENTATIVE

Millennium Media, Inc. – Doug Fix; Lori Gernand
590 Hickory Flat Road
Alpharetta, GA 30004
Phone (770) 740-2078 | Fax (770) 740-1889
E-Mail: dfix@bellsouth.net; lg@lindenassoc.com

C. OHIO VALLEY SALES REPRESENTATIVE

LaRich & Associates – Tom Lasch
512 East Washington St.
Chagrin Falls, OH 44022
Phone (440) 247-1060 | Fax (440) 247-1068
E-Mail: tlasch@larichadv.com

D. MIDWESTERN SALES REPRESENTATIVES

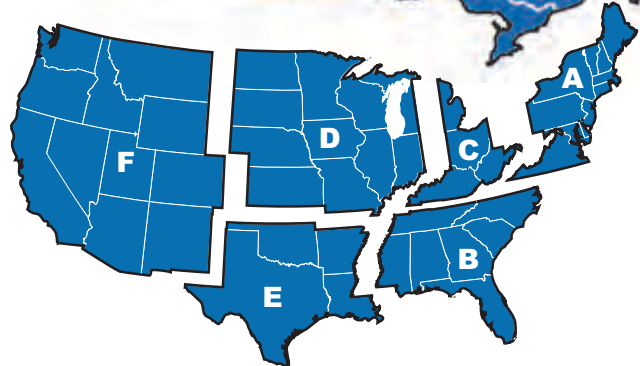
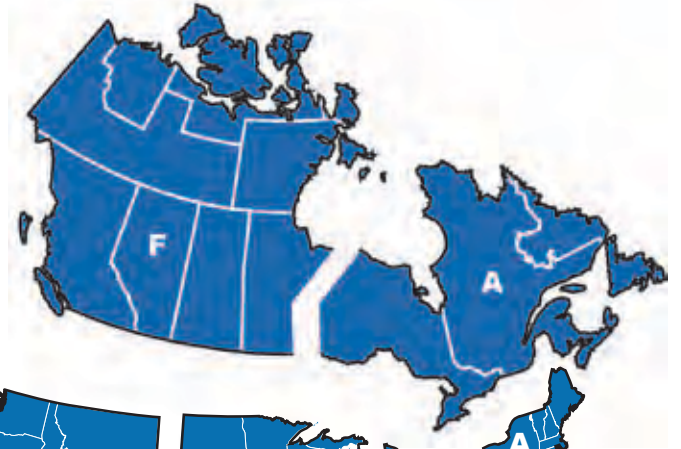
Kingwill Company –
Baird Kingwill; Jim Kingwill
664 Milwaukee Avenue, Suite 201
Prospect Heights, IL 60070
Phone (847) 537-9196 | Fax (847) 537-6519
E-Mail: barry@kingwillco.com;
jim@kingwillco.com

E. SOUTHWESTERN SALES REPRESENTATIVE

Lindenberger & Associates, Inc. –
Gary Lindenberger, Lori Gernand
7007 Winding Walk Drive, Suite 100
Houston, TX 77095
Phone (281) 855-0470 | Fax (281) 855-4219
E-Mail: gl@lindenassoc.com;
lg@lindenassoc.com

F. WESTERN SALES REPRESENTATIVES

LaRich & Associates
512 East Washington St.
Chagrin Falls, OH 44022
Nick LaRich (print)
E-Mail: nlarich@larichadv.com
Steve Wafalosky (print)
E-Mail: stevevw@larichadv.com
Tom Lasch (electronic)
E-Mail: tlasch@larichadv.com
Phone (440) 247-1060 | Fax (440) 247-1068



CHINA, HONG KONG & TAIWAN SALES REPRESENTATIVE

China Business Media – Sean Xiao
7#308, Meiyu, Jiangnan
Shuidu, Minjiang Avenue
Fuzhou, Fujian, 350008, China
Phone: +86 591 8386 3000
E-Mail: sean.xiao@chinabizmedia.com

KOREA SALES REPRESENTATIVE

YJP & Valued Media – YongJin Park
9th Floor, Kwang-II Building, Dadong-gil 5,
Jung-gu, Seoul 100-170, KOREA
Phone:+82-2 3789-6888
Fax:+82-2 3789-8988
E-Mail: hi@YJpvm.kr

Don't know who to contact? Contact the business staff below.

ASHRAE JOURNAL

1791 Tullie Circle NE
Atlanta, GA 30329
Phone: (404) 636-8400
Fax: (678) 539-2174
www.ASHRAE.org

BUSINESS STAFF

Publisher:
W. Stephen Comstock
E-mail: comstock@ashrae.org
Manager of Advertising Sales:
Greg Martin
E-Mail: gmartin@ashrae.org
Advertising Production
Coordinator:
Vanessa Johnson
E-Mail: vjohnson@ashrae.org

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Be A Member Of*

A Audit Bureau
of Circulations

Because the Audit Bureau of
Circulations audits the circulation
of ASHRAE Journal,
advertisers know that our
audited information is accurate.