



Custom Enewsletters & Email List Rental

A **Custom Enewsletter** aligns your company with the Journal in an newsletter format. The content of the exclusive custom newsletter can be any combination of Journal articles you choose and advertorial content provided by your company. The ASHRAE editorial content will run as originally published and the content provided by you will be labeled “advertorial”.

The custom newsletter template also allows you to create 160x600 skyscraper ads and 728x90 banner ads to further promote your company’s products and sales message.

Reach: A Custom Enewsletter will be delivered to the 95,000 subscribers who opt-in to receive ASHRAE’s weekly HVAC&R newsletter.

Custom Enewsletter Cost: \$9,000 gross

An **Email List Rental** can be used to reach the ASHRAE audience with an email that features only your company’s sales message. You create the custom email with your content and ASHRAE will blast it out.

Reach: Your sales message can be delivered to up to 40,000 non-ASHRAE members who subscribe to the HVAC&R newsletter or to opt-in downloaders of the ASHRAE Advanced Energy Design Guides.

**Non-member List Rental Cost:
\$800 CPM gross (\$4,000 minimum order)**

**AEDG List Rental Cost:
\$900 CPM gross (\$5,000 minimum order)**



ASHRAE has a limit of 3 custom newsletters/list rentals that can be sent per month. Custom newsletter deliverables will be due at least 2 weeks prior to the scheduled launch date. For list rentals, the advertiser must provide a list of opt-out email addresses to ASHRAE. This list will only be used to suppress emails and will be destroyed once the message has been sent.