



ASHRAE.org Website

Global Destination for HVAC&R Engineering Information

- More than 5.6 MILLION pageviews annually from 3.1 million visits.
- Reach specifiers researching technical guidance and industry standards.
- ASHRAE Media offers discounts for integrated marketing programs.

ASHRAE.org Website Traffic

Month Year	Page Views	Visits	Unique Visitors
Sep-24	479,217	260,048	161,374
Oct-24	491,709	263,664	159,145
Nov-24	452,797	256,676	166,454
Dec-24	395,180	221,185	149,480
Jan-25	546,471	296,454	191,212
Feb-25	517,273	281,394	178,884
Mar-25	464,772	256,530	168,930
Apr-25	505,615	299,442	196,141
May-25	474,576	272,682	177,801
Jun-25	474,964	272,678	177,801
Jul-25	434,716	251,773	151,098
Aug-25	452,342	241,773	148,341
Total	5,689,632	3,174,299	2,026,661
Average	474,136	264,525	168,888

Monthly Net Rates for ASHRAE.org

Creative	Width x Height in Pixels	Less than 10k impressions	10k-50k impressions	More than 50k impressions
Rectangle	300 x 250	\$175 CPM	\$155 CPM	\$145 CPM
Skyscraper	160 x 600	\$195 CPM	\$180 CPM	\$170 CPM
Leaderboard	728 x 90	\$185 CPM	\$165 CPM	\$150 CPM