# **Insights NEWSLETTER**

PUBLISHED ON THE 3rd WEDNESDAY OF EVERY MONTH

- The latest ASHRAE and engineering news on research, standards/guidelines developments, publications, ASHRAE conferences and society leaders.
- Reaches more than 97,000 ASHRAE members and **HVAC** professionals each month.

## **Insights Newsletter Metrics**

Average Delivered: 97,836 Average Opens: 35,244

Open Rate: 36.0%

Ad Position	Avg. Clicks	<b>Click Thru Rate</b>
Skyscraper	17	0.05%
Top & Bottom Leaderboards	101	0.29%
Text	33	0.09%

<sup>\*</sup>Metrics are the averages through August 2025

### **Rates and Creative**

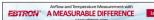
Position	Size	Net Rate per Issue, based on total placements per year		
		1 - 3	4 - 6	7 +
Skyscraper	160x600	\$6,125	\$5,325	\$4,630
Top & Bottom	728x90	\$6,580	\$5,720	\$4,975
Leaderboards	720090	<b>Ф</b> 0,300	\$3,720	<b>рт,9/</b> 3
Text Ad	216x216*	\$5,945	\$5,170	\$4,495

File type – JPG or GIF. Also, provide a linking URL. Max file size for all ads is 100k. Text banner specs - 216x216 image, 40-character headline, 500-character description Material is due one week prior to send date.

Upload Text ads to: <a href="http://adcreator.ashrae.org/NewAd">http://adcreator.ashrae.org/NewAd</a>

Email other ad types to vthompson@ashrae.org





New Course: Achieving Zero-Energy Building Design







mber 4 Update: Addenda for Standard 62.1 Up for Public Review

ASHRAE

New Field-Measuring, Scoring Standard Published

BLICATIONS

Indoor Pool Dehumidifiers Method of Testing Standard Update

thod of Testing Standard for UV-C Lights in Air-Handling Units Updated

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