

EARLY-BIRD DISCOUNTS FOR COMPLETED ORDERS BY NOV. 2



AHR
CHICAGO
JAN 25-27 › 2027



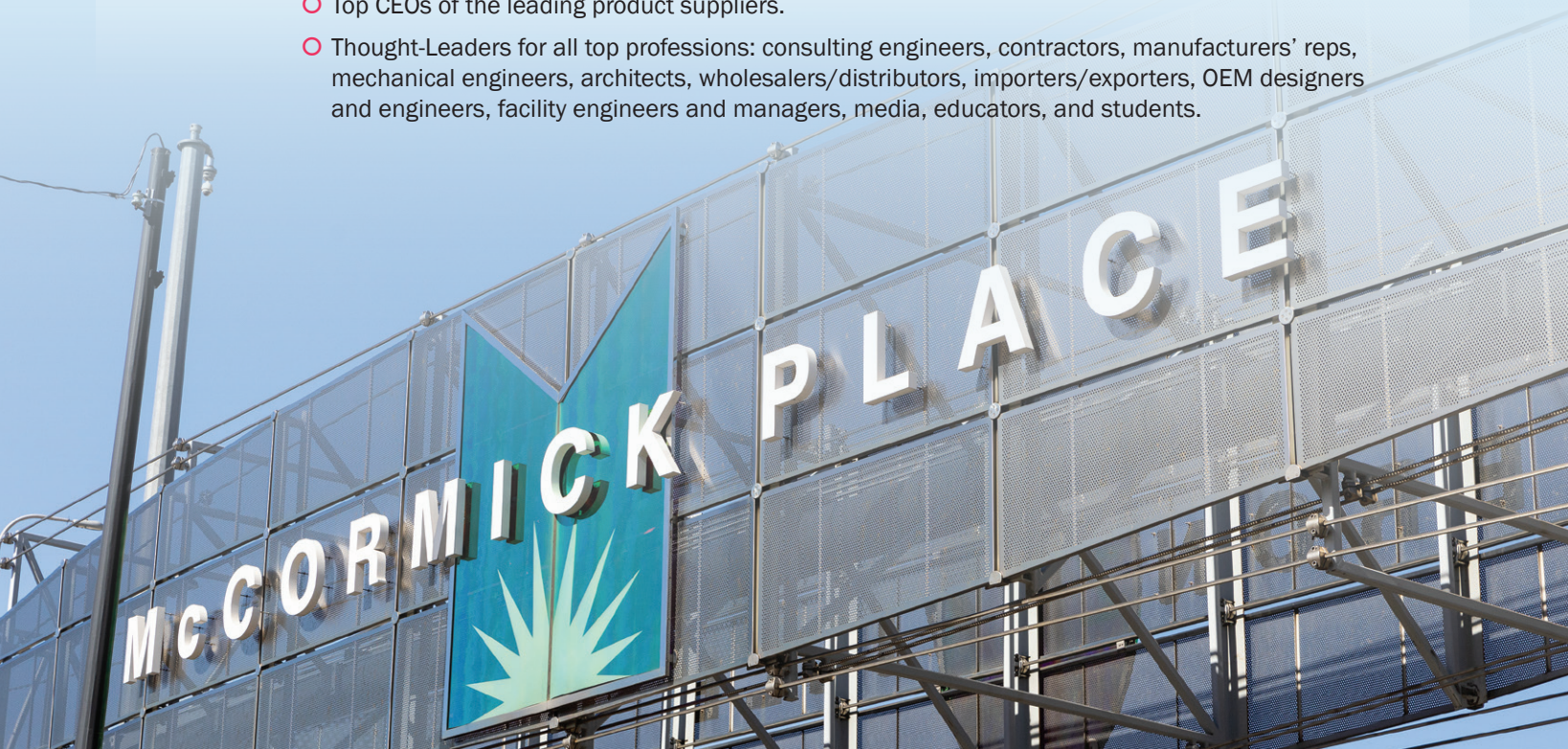
LARGEST SHOW, CONFERENCE IN CHICAGO
BRAND YOUR PRODUCT SOLUTIONS AT 2027 AHR EXPO
& ASHRAE WINTER CONFERENCE

ASHRAE Journal offers the **ONLY ADVERTISING-SUPPORTED PUBLICATIONS**
for Expo attendees on-the-floor and in-conference distribution

- ▶ Unique and contractual distribution on the Show Floor and entryways.
- ▶ Exclusive access to the ASHRAE Winter Conference at the Marriott Marquis McCormick Place Hotel.
- ▶ More than 75,000 copies printed for *Journal* subscribers and AHR Expo visitors.
- ▶ More than 75,000 digital copies emailed and hosted at ASHRAE.org.

ASHRAE Journal's Official Show Guide reaches all those who cannot attend in person.
The Show Guide also reaches non-attendees searching for product solutions needed
for building projects.

- ▶ Latest Products on Display at AHR Expo in McCormick Place.
- ▶ Most Authoritative and Credible Technology at the Marriott Marquis McCormick Place Hotel.
- ▶ Every Leader Present:
 - ASHRAE President Sarah Maston, Board of Directors, and influencers of industry standards.
 - Top CEOs of the leading product suppliers.
 - Thought-Leaders for all top professions: consulting engineers, contractors, manufacturers' reps, mechanical engineers, architects, wholesalers/distributors, importers/exporters, OEM designers and engineers, facility engineers and managers, media, educators, and students.





AHR
E X P O

advertising with

A S H R A E
M E D I A



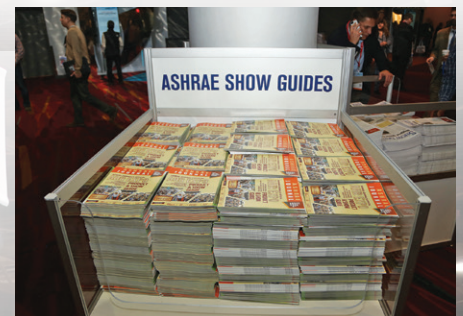
ASHRAE Journal's Official AHR Expo Show Guide

- ▶ **Bound into every January issue of ASHRAE Journal.**
Mailed to 54,000 subscribers in early January, distributed at the AHR Expo and ASHRAE's Winter Conference. Advertising is open to all for the January issue.
- ▶ **ASHRAE prints an additional 10,000 Official AHR Show Guide** copies for distribution at Show entrances, booths & entryways. Advertising is limited to AHR Expo exhibitors.



Show Daily: ASHRAE Journal's Official Show Newspaper

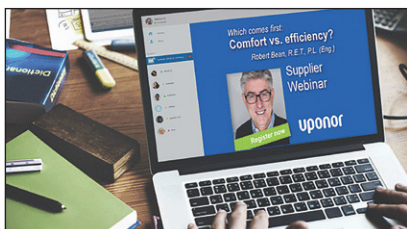
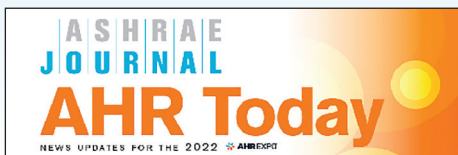
- ▶ Distinct issues for **Monday and Tuesday** of Show.
- ▶ **20,000 copies** will be circulated at booths and Show entrances on Monday and Tuesday. 1,000 copies distributed at the ASHRAE Winter Conference.
- ▶ Don't be fooled by imitators. **The only daily newspaper with official distribution at AHR Expo is Show Daily from ASHRAE Journal.**



"The HVAC&R industry is experiencing a period of rapid transformation. The focus is no longer solely on efficiency or cost savings, it is equally about creating indoor spaces that actively support health, comfort, and productivity. The technologies and solutions driving our sector forward are reshaping expectations for how buildings should perform for both people and the planet."

~ 2025-2026 ASHRAE President Bill McQuade





Supplier Webinar

- ▶ 60-minute webinar with company branding.
- ▶ Promoted to ASHRAE Journal readers.
- ▶ Approximately 1,000 average registrations converted into leads for unlimited use.



ASHRAE Media Newsletters

Product Preview Newsletters (Circulation of over 100,000 per newsletter)

- ▶ Sent on January 13 and 20 with distinct content.
- ▶ Sent to those looking for latest products & solutions.
- ▶ Circulation includes all ASHRAE Members and subscribers to *HVAC&R Industry*, ASHRAE's weekly newsletter on industry and technology.
- ▶ Content is 100% product news releases.
- ▶ Specifications:
 - 216x216 pixel image, 40 character headline, 400-character description, description and URL link.
 - \$1,850 net per product announcement.

AHR Expo Special Edition Newsletters (Circulation of over 100,000 per newsletter)

- ▶ January 24: Show Preview Newsletter
- ▶ January 25-27: AHR Days 1, 2 and 3 Newsletters. Reach those looking for the latest show news, products, and solutions
- ▶ Circulation includes all ASHRAE Members and subscribers to *HVAC&R Industry*, ASHRAE's weekly newsletter on industry and technology with 25% unique average open rate.
- ▶ Specifications:
 - Top/Bottom Leaderboards: 728x90 pixel image plus URL link.
 - \$3,905 net/issue.
 - Rectangle: 300x250 pixel image plus URL link.
 - \$3,580 net/issue.
 - Text: 216x216 pixel image, 40-character title, 500-character description and URL link.
 - \$4,800 net/issue.

Sponsor the ASHRAE Winter Conference

- ▶ Opt-in mailing list available.
- ▶ Recognition on ASHRAE.org homepage, in conference promotions and signage at the Winter Conference.
- ▶ Approximately 3,000 average registrations people expected.
- ▶ Prospectus at <https://www.ashrae.org/conferences/2027-winter-conference/2027-winter-conference-sponsor>.



TAKE A DEEPER DIVE WITH WWW.ASHRAE.ORG/ADVERTISING-JANUARY



REACH THE LARGEST HVAC&R AUDIENCE WITH ASHRAE – Official Co-Sponsor of AHR Expo

DISCOUNTS OFFERED FOR ORDERS & MATERIALS BY NOV. 2

180 Technology Parkway
Peachtree Corners, GA 30092



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CONTACTS

The people of ASHRAE Media are top professionals, each an expert on marketing to the HVACR industry for maximum effectiveness.

EASTERN U.S. –
NELSON & MILLER ASSOCIATES
Denis O'Malley
sales@nelsonmiller.com

Brendan O'Malley
bomalley@nelsonmiller.com
(203) 356-9694

CANADA, WESTERN U.S., CENTRAL U.S. –
CHAGRIN VALLEY MEDIA PARTNERS
Tom Lasch
tlasch@cvmpmedia.com

Steve Wafalosky
steve@cvmpmedia.com
(440) 247-1060

MIDWESTERN U.S. – KINGWILL COMPANY
Baird Kingwill
barry@kingwillco.com

Jim Kingwill
jim@kingwillco.com
Phone: (847) 537-9196

SOUTHWESTERN U.S. –
LGK B2B MEDIA SOLUTIONS
Lori Gernand-Kirtley
lori@lgkmediasolutions.com
Phone: (281) 435-7331

KOREA – YJP & VALUED MEDIA CO., LTD.
YongJin (YJ) Park
hi@YJPvm.kr
+82-2 3789-6888

ALL OTHER AREAS – ASHRAE JOURNAL
180 Technology Parkway
Norcross, GA 30092

Greg Martin, Associate Publisher,
ASHRAE Media Advertising
gmartin@ashrae.org
(678) 539-1174

Vanessa Thompson, Senior Advertising Production
& Operations Coordinator
vthompson@ashrae.org
(678) 539-1166

Austin Brafford, Circulation Coordinator
abrafford@ashrae.org
(678) 539-2105