



Become Part of ASHRAE's Professional Development: Monthly Learning Solutions Newsletter



Thousands of professionals enroll in ASHRAE's Learning Institute, eLearning, and Professional Certifications programs to enhance and expand their skills and careers. Newsletter advertising will be offered monthly to reach more than 60,000 people looking to develop their own competencies as well as their employees.

The best-in-class offerings from ASHRAE include instructor-led training, eLearning, design publications, and ANSI-certified certifications. The ASHRAE Bookstore offers publications, documents, and databases to aid engineers and designers with the technology they need for their next projects.

Benefits

The Professional Development newsletter mails on/near the fourth Wednesday of each month to a circulation of more than 60,000 people with a 26% unique open rate. Advertising offered includes Top and bottom leaderboards, medium rectangles on the right border, and text ads within the editorial well.

Rates

Position	Size	Net Rate per Issue, based on total placements per year		
		1-3	4-6	7 +
Rectangle	300x250	\$5,235	\$4,630	\$4,025
2 Leaderboards	728x90	\$6,580	\$5,720	\$4,975
Text Ad	216x216*	\$5,945	\$5,170	\$4,495

*Text banner specs are 216x216 image, 40-character headline, 500-character description



ASHRAE
MEDIA

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Topics

More than 60,000 readers rely on the professional development newsletter for learning opportunities for ASHRAE's Professional Certification Programs, ASHRAE Learning Institute (ALI) courses, and eLearning classes.

ALI offers a wide range of professional development seminars and short courses on HVACR technology needed for today's performing buildings. ASHRAE also offers training for companies or chapters.

Participants overwhelmingly report that **ASHRAE Certification** helps differentiate them from peers and provides greater professional recognition. Other benefits include:

- Employers can be confident in the knowledge, skills and abilities of certified employees.
- Having certified professionals on staff can help elevate the company's reputation and credibility among current and potential customers.
- Employee certification ensures compliance with applicable local, state and federal requirements in many cases.

eLearning offers self-paced and on-demand web-based training as a convenient and effective way of earning professional development hours, and learning about a variety of topics. ASHRAE eLearning is for:

- Individual Professionals - Individuals seeking to learn about a new HVAC topic or earn PDHs/CEUs.
- Educators – Educators who are exploring different ways of teaching or looking for courseware that can complement their HVAC&R curriculum.
- Employers – Employers who invest into their employee's continuing education and career.

Upcoming Schedule

Wednesday, Oct. 23rd

Wednesday, Nov. 27th

Wednesday, Dec. 18th

Newsletter Example

ProDev Top Leaderboard
728 x 90



ASHRAE Professional Development

October 23, 2024

Keep pace with the ever-evolving HVAC&R industry by staying informed and sharpening your skills to stay competitive.

ASHRAE provides numerous opportunities to learn the latest advancements in the field, helping you demonstrate your expertise to your employer.

[Certification](#) | [eLearning](#) | [Bookstore](#) | [Instructor Led-Training](#)

NEW! Certified Decarbonization Professional (CDP) See who's already earned the CDP!

Apply to earn the NEW! ASHRAE [Certified Decarbonization Professional](#) (CDP) certification.



Demonstrate to peers, employers and building owners competency in critical building decarbonization knowledge and skills
>> [See who's a CDP!](#)

ProDev
Square 2
300 x 250

Advertisement

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Lorem ipsum odor amet, consectetur adipiscing elit. Condimentum nullam purus potenti ac neque ligula; arcu porta accumsan. Uma nibh congue vel finibus, penatibus eleifend. Tincidunt mattis metus urna ut mattis posuere elementum ac nec. Integer vestibulum conubia nostra ut pharetra justo vel lacinia. Tristique malesuada ex dapibus proin purus a. Ipsum hendrerit risus integer pellentesque egestas mi. Diam quisque tincidunt erat sociosqu faucibus nostra risus. Conubia primis a sit consequat amet [Read more](#)

Text Ad
Placeholder

Updates to the Duct Fitting Database Lite



Are you looking to streamline your HVAC system design and calculations?

The [ASHRAE Duct Fitting Database Lite App](#) is the perfect tool to help you do just that!

Designed for HVAC professionals and engineers, this app provides access to a comprehensive database of duct fittings and pressure loss calculations. Whether you're in the field, in the office, or on the go, you can quickly retrieve the data you need to optimize your designs and improve project accuracy.

Download the app today to take your HVAC designs to the next level!

[Get it in the App Store](#)

[Learn about the full web version](#) of the ASHRAE Duct Fitting Database

ProDev Bottom Leaderboard
728 x 90

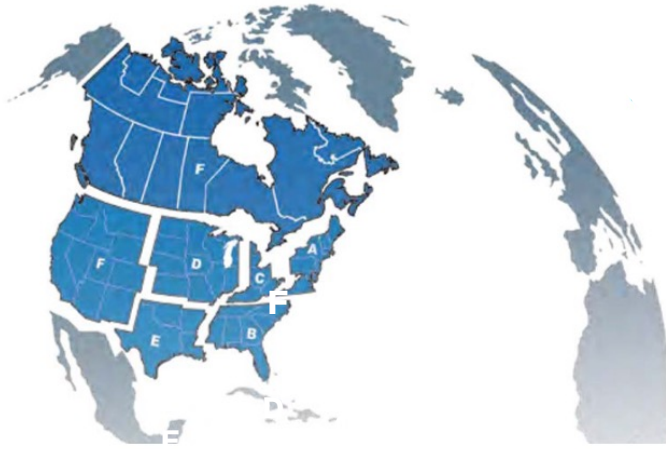
For Society information on the go:
Download ASHRAE 365



Watch a 2-minute feature video

Get To Know ASHRAE





180 Technology Parkway
Peachtree Corners, GA 30092

ASHRAE Media offers its team of consultants to aid you in your outreach to the top leaders of the HVACR industry. Each professional below possesses expert knowledge on the pulse of the industry, integrated marketing and channels to best achieve your company's KPIs.

Let us know your questions and expectations for your successful marketing program. For immediate assistance, contact Greg Martin at gmartin@ashrae.org.

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