

ASK ABOUT EARLY-BIRD DISCOUNTS FOR COMPLETED ADVERTISING BY NOV. 1

DOMINATE AHR EXPO BEFORE, DURING, AFTER WITH ASHRAE MEDIA



**2025 ASHRAE
WINTER CONFERENCE**
ORLANDO, FEB 8-12 | AHR EXPO, FEB 10-12

January ASHRAE Journal Show Issue: 160+ pages of AHR Expo-specific content.
On 49,613 engineer and mechanical contractor desks by January 6, when planning their "Must-See" Exhibitors.

ASHRAE Journal's Official Show Guide: 20,000 Show Guides distributed by AHR Expo at all Show Hall entrances. If advertising in January ASHRAE Journal Show issue & Exhibiting, ad is at no cost.

ASHRAE Journal's Official SHOW DAILY Newspaper: Only On-Site Show Daily.
Exclusively distributed by AHR and ASHRAE. 100% distribution at every booth on Monday & Tuesday.

AHR Expo eNewsletters: Reaching 100,000+ before, during, and after AHR Expo with product announcements, news from Show, and last-minute additions.

ASHRAE Winter Conference Sponsorships





advertising with



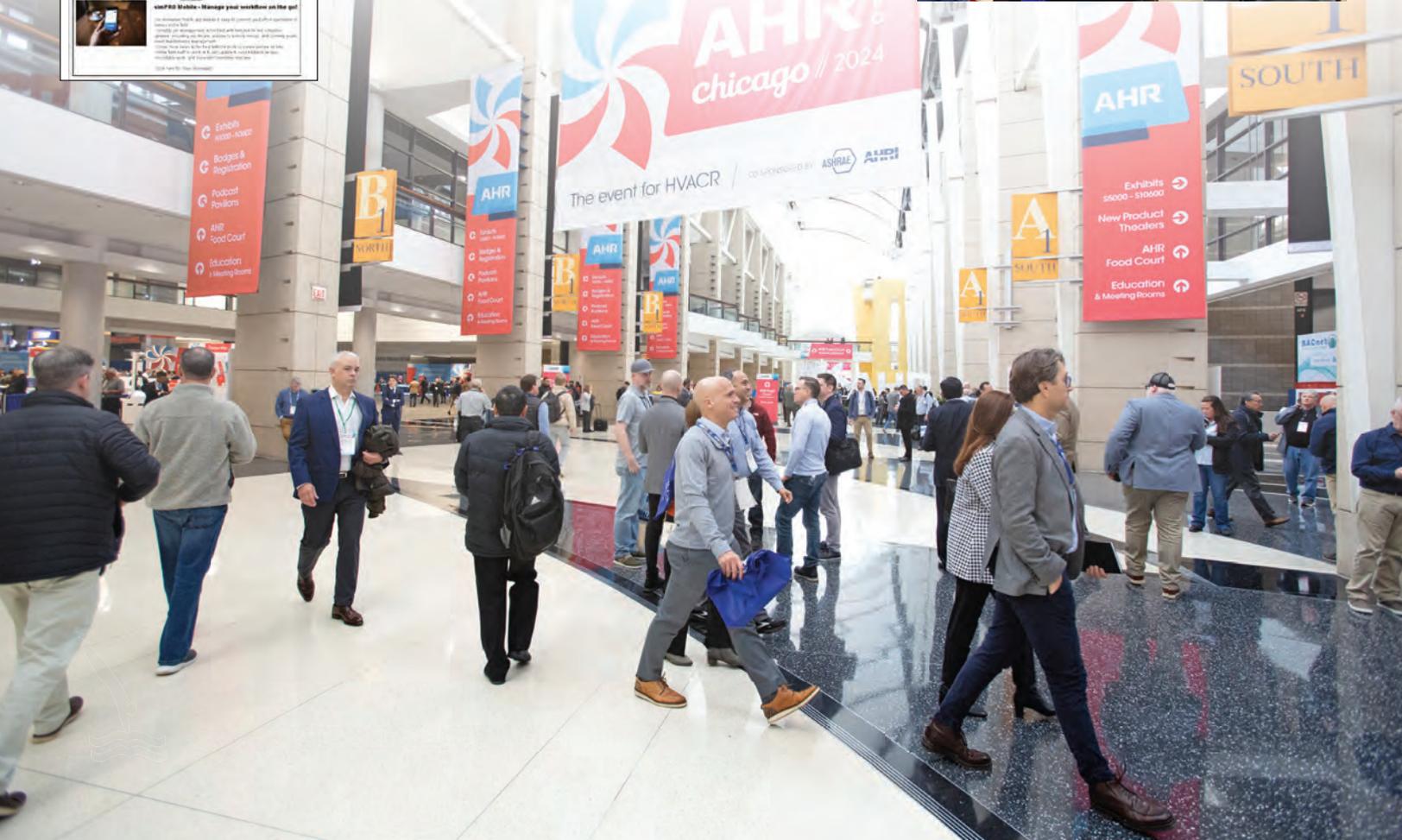
ASHRAE Journal's Official AHR Expo Show Guide

- ▶ 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

- ▶ Separate 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 newspaper distributed on the Show floor is ASHRAE Journal's Show Daily.**





ASHRAE Media Newsletters

Product Preview Newsletters

(Circulation of over 90,000 per newsletter)

- ▶ Sent on January 29 and February 5 with unique advertorial for specifiers.
- ▶ 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.
 - \$1,750 net per product announcement.

AHR Expo Special Edition Newsletters (Circulation of over 90,000 per newsletter)

- ▶ Feb. 9: Show Preview Newsletter; Feb. 10–12: 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. \$4,100 net/issue.
 - Rectangle: 300x250 pixel image plus URL link. \$3,760 net/issue.
 - Text: 216x216 pixel image, 40-character title, 400-character description and URL link. \$5,040 net/issue.



AHR Today Website

Official Website for AHR news

(www.ashrae.org/news/ahr-today/2025-ahr-today)

- ▶ 50,000 visitors on ASHRAE.org; updated daily.
- ▶ Skyscraper advertising offered.
- ▶ Sponsored Content & Product Releases available.



Supplier Webinar

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



Sponsor the 2025 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 registrations people expected.
- ▶ Prospectus at <https://www.ashrae.org/conferences/2025-winter-conference-orlando/2025-winter-conference-sponsors>.



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