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**Podcast**

# Thought Leadership Branding on the Industry's Leading Technology Podcast at [ashrae.org/podcast](https://ashrae.org/podcast)

ASHRAE Journal's leadership of HVACR technology solutions evolves into a new audio component for its audience through a new podcast. The top leaders sit down with the Journal monthly for a conversation between engineers on news, technologies, applications, solutions and other subjects in the minds of professionals today.

Available through all major podcast services, the Journal podcast has been downloaded more than 1,000 times since June. Published episodes are as follows:



## Episode 1: 'If you were waiting for the opportune moment, this is it.'

Epidemic Task Force Chair William Bahnfleth, Ph.D., P.E., Presidential/Fellow ASHRAE, and Jason DeGraw, Ph.D., Member ASHRAE, discuss the task force's guidance, including its Core Recommendations, and how the COVID-19 pandemic could create long-lasting change in the HVAC&R industry.



## Episode 2: What You Don't Know Can Kill You

Last year as wildfires raged in California, some building owners closed outdoor intakes but left bathroom intakes open, pulling smoke into the building. In this episode of ASHRAE Journal Podcast, Greg Nilsson and Mike Gallagher, P.E., Fellow ASHRAE, discuss ASHRAE's proposed guideline on protecting building occupants from smoke during wildfire and prescribed burn events and offer some tips for engineers, facility managers and owners.

## Upcoming episodes may include:

- School Reopening
- HVAC in Space
- Industry 4.0
- Optimizing Chillers
- UVGI/UV-C Guidance
- Best Practices for Tiny Houses
- Moisture in Buildings
- Refrigeration Myth-Busting
- Thermal Guidelines
- Operations and Maintenance, and
- Decarbonization.

## Reach-At-a-Glance: Advertising Benefits

Promoted through ASHRAE Journal's newsletters, monthly issues and through social media channels, ASHRAE Media provides access to the audience for a gross rate of \$2,000 with:

- 20-second message within the podcast with recognition of support and slogan
- Unlimited impressions for rotating advertising on the podcast landing page for current advertisers
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- Support statement in episode promotions for the advertisers
- Limit of two advertisers per month.
- More than 2,000 average page views per episode.
- Exposure to more than **80,000 followers** across all Society platforms including Twitter, LinkedIn, Facebook, and Instagram.
- Guaranteed 10,000 impressions within one month.

For more information contact your [ASHRAE Media consultant](#) or Greg Martin at [gmartin@ashrae.org](mailto:gmartin@ashrae.org), 678-539-1174.