

DIGITAL OPPORTUNITIES

ASHE E-newsletter

ASHE EDUCATION NEWS

Circulation: 23,000 | Average Open Rate: 20%


ASHE Education News is a great opportunity to target the health care facilities professionals with a keen interest in advancing career development. This monthly e-newsletter highlights upcoming ASHE education offerings, and provides a highly-visible marketing channel to position your organization as an industrythought leader. Take advantage of the Ad Takeover option to have 100% SOV in any one issue.

AD UNIT	1x	6x	12x	24x
Top Leaderboard	\$1,500	\$1,425	\$1,350	\$1,200
Sponsored Content	\$1,500	\$1,425	\$1,350	\$1,200
Medium Rectangle	\$1,150	\$1,095	\$1,035	\$920
Ad Takeover	\$3,350	\$3,180	\$3,015	\$2,680


Rates are net. See page 16 for ad specifications.

Source: Higher Logic, July 1, 2020 - June 30, 2021

728x90



Quarterly Newsletter
Q1 2022



Sustainability Tips

Read the Latest Tips for Integrating Sustainable Practices into the Health Care Environment:

- #25: The Best of Both Worlds: Optimizing Energy Spend While Reducing Infection Risk in Healthcare Environments
- #26: 4 Ways Digitization Helps Healthcare Facilities Become More Efficient

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IN THE SPOTLIGHT

Plug and Process Load (PPL) Data Needed

The Better Buildings Initiative, in partnership with the National Renewable Energy Lab (NREL), is collecting Plug and Process Load (PPL) data to help researchers understand energy loads coming from imaging equipment in healthcare facilities and the impact on energy use and carbon emissions.



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If you have data available to share, please send it to Dr. Kim Trenbath, PPL Lead at NREL. Data will be kept anonymous and will be used in the aggregate for research purposes. Among the data welcomed: submetered data showing the load profiles (i.e. kilowatts) of MRI, CAT/CT, PET, and other scanners.

NREL