

HARDI

2021 Media Kit

Our Mission

MAKING WHOLESALE DISTRIBUTORS THE CHANNEL OF
CHOICE FOR HVACR MANUFACTURERS AND CONTRACTORS



HARDI Reach



AUDIENCE

957

HARDI MEMBERS

464

DISTRIBUTORS

12,289

MEMBER CONTACTS



WEBSITE

49,603

WEBSITE USERS

81,366

SESSIONS



SOCIAL

5,372

TWITTER FOLLOWERS

3,145

LINKEDIN FOLLOWERS

719

FACEBOOK FOLLOWERS

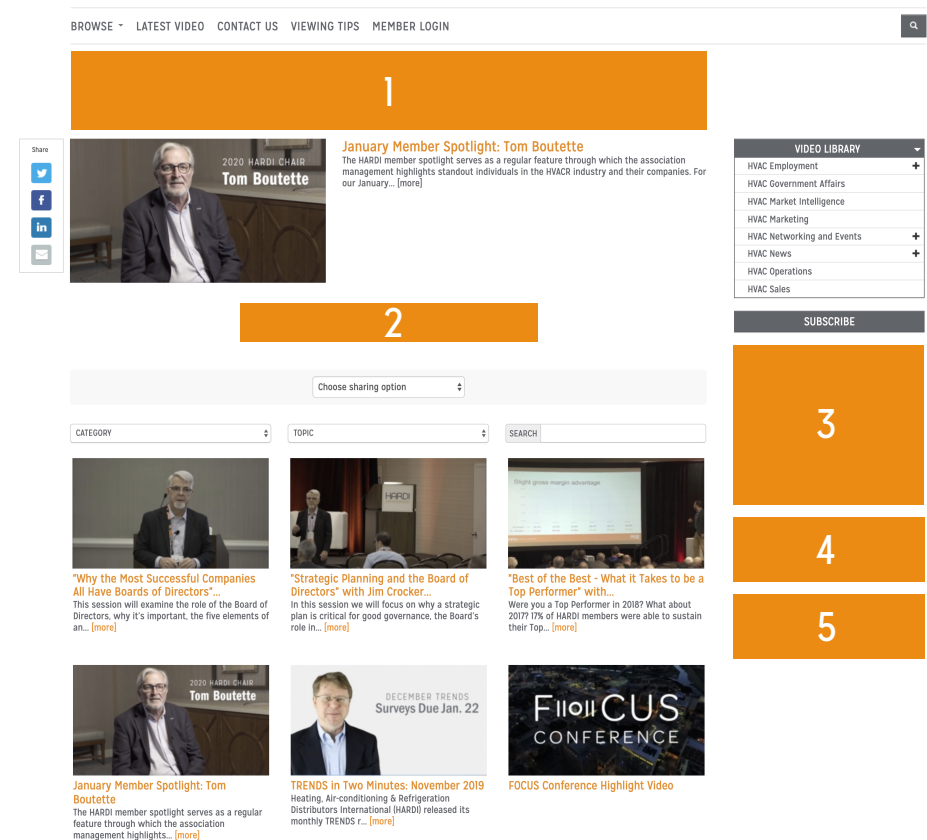
*Numbers as of October 21, 2020

HARDI Hub

HARDI's video platform covers various topics that are relevant to the HVACR wholesale industry. HARDI Hub features different channels of video content that allows members to easily navigate to information that is important to different individuals. HARDI Hub is regularly updated with content from our SME's, organizational partners and other industry experts.

BANNER ADS (HOMEPAGE)

Leaderboard Advertisement (#1)	\$2,500/mo	728x90 px
Under Video Banner Position (#2)	\$2,000/mo	468x60 px
Top Run-of-site Banner (#3)	\$1,750/mo	300x250 px
Run-of-site Banner (#4)	\$1,000/mo	300x100 px
Run-of-site Banner (#5)	\$1,000/mo	300x100 px



HARDI Hub

SPONSORED ANCHOR CONTENT

Anchor content is exclusive content from our experts that we share with membership monthly or quarterly.

MONTHLY VIDEOS	QUARTERLY VIDEOS
TRENDS IN 2 A recap video of the most recent TRENDS report	HARDI MEXICO UPDATES An update of all things HARDI Mexico
THIS MONTH IN DC An update on all things happening in DC and what it means to members	STATE OF THE CHANNEL Updates on any State of the Channel projects
MEMBER SPOTLIGHT Interview with a different individual from a member company each month, with a focus on a specific relevant topic	CEO ASSOCIATION UPDATE An update of HARDI's accomplishments during the previous quarter and what members can look forward to in the next quarter
1 month \$2,500	1 Quarter \$3,000
2 months \$2,000 per month	4 Quarters \$10,000
6 months \$1,500 per month	
1 year \$1,250 per month	

HARDI Hub

MEMBER WEBINARS

- A webinar up to 45 minutes in length
- Promoted and marketed to members via email and social
- Presentation is lead by one of your internal experts
- Webinar recording hosted on HARDI Hub

Once	\$3,500/webinar
3 or more	\$2,500/webinar

MEMBER VIDEOS

- Informative video about your organization's product or service hosted on the Hub
- 30 second to 3 minute video

Supplied Video Placement	\$1,500
Filmed On-Location	\$3,000

URGENT TOPIC WEBINARS

There are instances where unplanned events cause disruptions that need immediate attention. We have provided numerous timely, informative webinars to help guide members through the uncertainty that 2020 brought.

As a trusted thought leader in the HVACR space, we are counted on by hundreds of member organizations to provide insightful and understand the industry specific ramifications when events like these happen. Your brand can be associated with this content as a Sponsor of HARDI's Urgent Topic.

- Brand/logo linked on all topic outreach (emails, social media, website)
- Brand representation during webinar
- Brand representation on post-webinar recordings (available on-demand to members) in form of banner ads and website links

*Please inquire about pricing of urgent topic webinars

Retarget Marketing

WHY RETARGETING?

Our audience becomes your audience with retargeting. Get direct access to HARDI website visitors and retarget them with your brand's ads anywhere they visit online.

QUALITY TARGETING

Don't rely on broad, generic targeting on common ad platforms. Stand out with our qualified audience that will showcase your brand to those who need you the most.

QUANTIFIABLE RESULTS

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

CHOOSE YOUR REACH & DURATION:

Package 1

\$2,500

2 Months

20,000 Impressions

Package 2

\$5,000

3 Months

50,000 Impressions

Package 3

\$7,000

4 Months

75,000 Impressions

eNewsletters

NEWSLETTER ADS

Top Feature Ad (600x165 px) \$750

Feature Ad (600x165 px) \$500

DATA DRIVEN NEWSLETTER

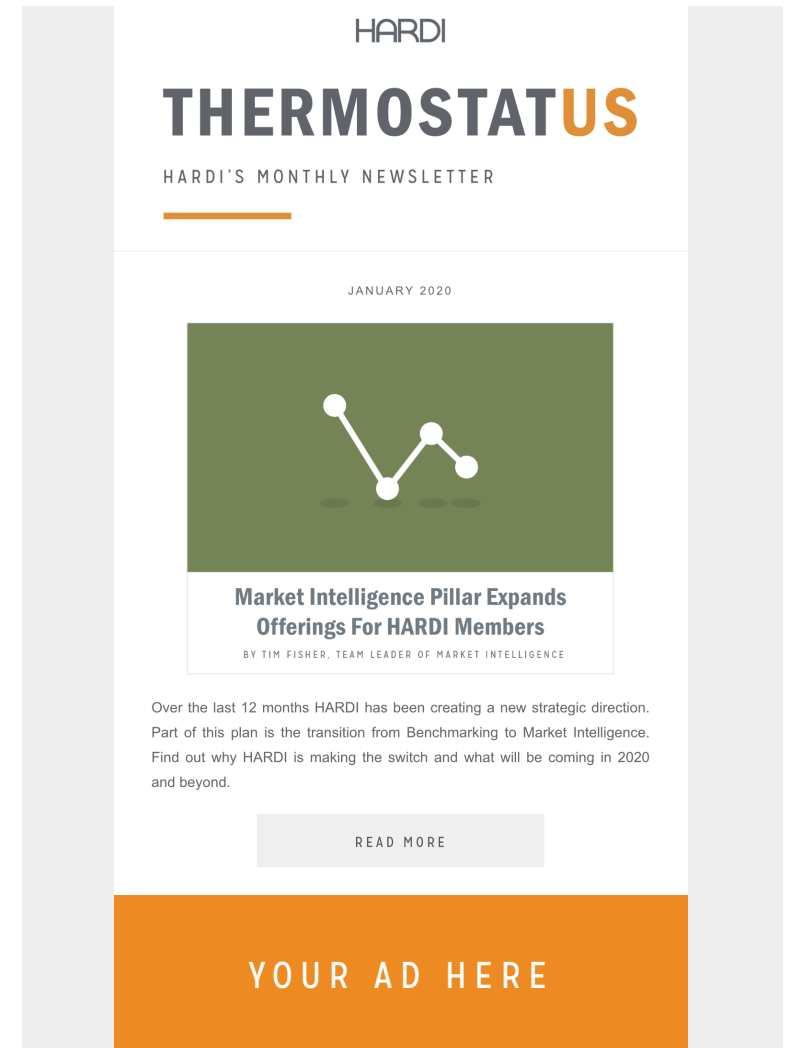
Our DDN captures HVACR industry related news and data to assist the members with their decision making and to evaluate performance and devise strategy.

THERMOSTATUS NEWSLETTER

Our monthly newsletter that features association news, industry happenings, upcoming events and more.

THIS MONTH IN DC

Our Advocacy experts, Palmer Schoening and Alex Ayers draft regular newsletters to update HARDI members on government affairs that affect our members businesses.



**If you have other ideas on
how we can partner together,
please feel free to reach out.**

We are more than happy to have a discussion
on ways we can work together.



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