

HARDI

2020 Media Kit

Our Mission

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



HARDI Reach



AUDIENCE

947

HARDI MEMBERS

462

DISTRIBUTORS

9,335

MEMBER CONTACTS



WEBSITE

28,126

WEBSITE USERS

41,723

SESSIONS



SOCIAL

5,293

TWITTER FOLLOWERS

2,105

LINKEDIN FOLLOWERS

657

FACEBOOK FOLLOWERS

*Numbers as of January 10, 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

The screenshot shows the HARDI Hub homepage layout with five numbered callouts:

- 1:** A large orange banner at the top of the main content area.
- 2:** A video player area featuring a 'January Member Spotlight: Tom Boutette' video with a social media share button on the left.
- 3:** A large orange rectangular area on the right side of the page, positioned above the 'SUBSCRIBE' button.
- 4:** A smaller orange rectangular area on the right side, positioned below the 'SUBSCRIBE' button.
- 5:** A third orange rectangular area on the right side, positioned below the second one.

The main content area includes a navigation bar with links for 'BROWSE', 'LATEST VIDEO', 'CONTACT US', 'VIEWING TIPS', and 'MEMBER LOGIN'. Below the navigation bar is a search bar and a 'Choose sharing option' dropdown. The main content is organized into a grid of video thumbnails with titles and descriptions, such as 'Why the Most Successful Companies All Have Boards of Directors...', 'Strategic Planning and the Board of Directors' with Jim Crocker...', and 'Best of the Best - What It Takes to be a Top Performer' with...'. There is also a 'VIDEO LIBRARY' sidebar on the right with categories like HVAC Employment, HVAC Government Affairs, HVAC Market Intelligence, HVAC Marketing, HVAC Networking and Events, HVAC News, HVAC Operations, and HVAC Sales.

HARDI Hub

CHANNEL SPONSORS

- Leaderboard and banner advertisement on one Hub channel
- Align your brand with content relevant to your organization

Government Affairs	\$3,000/mo	\$20,000/yr
Market Intelligence	\$3,000/mo	\$20,000/yr
Employment	\$3,000/mo	\$20,000/yr
Operations	\$3,000/mo	\$20,000/yr
Marketing	\$3,000/mo	\$20,000/yr
Sales	\$3,000/mo	\$20,000/yr

SPONSORED CONTENT

- Designated company recognition on selected event sessions
- Session summary video with company pre-roll representation
- Full session video with company pre-roll representation
- Video banner positions include: under video and side banner
- 12-month exposure on HARDI Hub

Event Session (1x)	\$6,500
Event Sessions (2 or more)	\$5,500/each

THOUGHT LEADERSHIP VIDEO

- Thought leadership video showcasing your experts
- Video banner positions include an under video banner and a side banner
- Promoted and marketed to members via email and social
- 12-month exposure on HARDI Hub

(1) 3-4 Minute Video	\$5,500 - \$7,500
(2 or more) 3-4 Minute Videos	\$5,000 - \$7,000

SPONSORED 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

PRODUCT/SERVICE VIDEO

- Informative video about your organization hosted on the Hub

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

eNewsletters

DATA DRIVEN NEWSLETTER

HARDI's DDN captures HVACR industry related news and data to assist the members with their decision making and to evaluate performance and devise strategy. This monthly newsletter is distributed to all HARDI contacts.

THERMOSTATUS NEWSLETTER

HARDI's monthly newsletter that features association news, industry happenings, upcoming events and more. Our Thermostat is sent to all HARDI members on the first Thursday of each month.

THIS WEEK 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. These newsletters are distributed to HARDI members interested in specific key issues relevant to the HVACR industry, wholesale distribution, and family & small businesses.

HARDI
THERMOSTATUS
HARDI'S MONTHLY NEWSLETTER

JANUARY 2020

Market Intelligence Pillar Expands Offerings For HARDI Members
BY JIM FISHER, TEAM LEADER OF MARKET INTELLIGENCE

Over the last 12 months HARDI has been creating a new strategic direction. Part of this plan is the transition from Benchmarking to Market Intelligence. Find out why HARDI is making the switch and what will be coming in 2020 and beyond.

READ MORE

NEWSLETTER AD

NEWSLETTER ADS

Top Feature Ad (600x165 px)	\$750
Feature Ad (600x165 px)	\$500

Annual Conference

Every December, HARDI hosts its Annual Conference, the main event in HVACR distribution. The major 4-day event for HARDI members brings together distributors, manufacturers and other vendors ready to drive their businesses forward. While at the conference, attendees have the opportunity to grow their professional networks and expand their industry knowledge from top experts providing relevant and unique perspectives.

CONFERENCE PROMO

- 2-minute hype video for 2020 conference promo
- Video will be used in marketing campaigns for the 2020 event
- Representation in pre-roll of video
- Video banner positions include an under video banner and a side banner
- Video will also be shared with email subscribers on the HARDI Hub and social media
- 12-month exposure on HARDI Hub

\$10,000 PER VIDEO

CONFERENCE RECAP VIDEO

- Post event video developed to share key event highlights
- Video created with company pre-roll recognition
- Videos will also be shared with email subscribers on HARDI Hub and social media
- Video banner positions include under video and side banner
- 12-month exposure on HARDI Hub

\$10,000 PER VIDEO

EVENT SESSIONS

- Designated company recognition on select event sessions
- Session summary video with company pre-roll representation
- Full session video with company pre-roll representation
- Video banner positions include under video and side banner
- 12-month exposure on HARDI Hub

\$6,500 PER VIDEO

Annual Conference

ANNUAL CONFERENCE DAILIES

Our Annual Conference Daily emails are sent to attendees of the event each morning of the event updating members on happenings from the previous day and letting them know what they can look forward to that particular day of the conference.

CONFERENCE DAILY AD

- Featured ad in daily emails sent to conference attendees
- Previous and upcoming days happenings
- Limit 2 per day
- 600x165 px

\$1,000 (2 PER DAY AVAILABLE)



Last night's Opening Reception sponsored by Goodman was a blast! Thank you to everyone for joining us this year in New Orleans. We have a great conference a head of us!

Donate to Homes For Our Troops throughout the event by texting "HARDI" to 243-725.

Now that we've kicked off Annual Conference, you have a full day of great content ahead of you. To get your day started, we have our first annual State of the Channel Keynote Address:



Talbot Gee
HARDI CEO

Talbot will lead the presentation of HARDI's 2019 research on the HVACR channel and wholesale distribution's drivers and threats as perceived by HVACR manufacturers and contractors. Dan Vida, HARDI's Unitary Market Analyst, and others will discuss what we've learned thus far about the channel and its various segments, distributor performance within these segments, and what the research is telling us distributors should be focusing on in 2020 to grow their value in the eyes of their customers and suppliers.

CONFERENCE DAILY AD

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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