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
# 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

<table>
<thead>
<tr>
<th>Event Session (1x)</th>
<th>$6,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Sessions (2 or more)</td>
<td>$5,500/each</td>
</tr>
</tbody>
</table>

## 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 Thermostatatus 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.

NEWSLETTER ADS

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Feature Ad (600x165 px)</td>
<td>$750</td>
</tr>
<tr>
<td>Feature Ad (600x165 px)</td>
<td>$500</td>
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</tbody>
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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)
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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