

A photograph of two people sitting at a desk in a dimly lit room, working on laptops. The person on the right is gesturing with their hand while looking at the screen. The overall tone is warm and professional.

HARDI

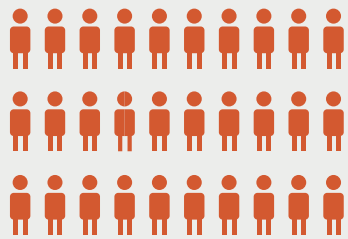
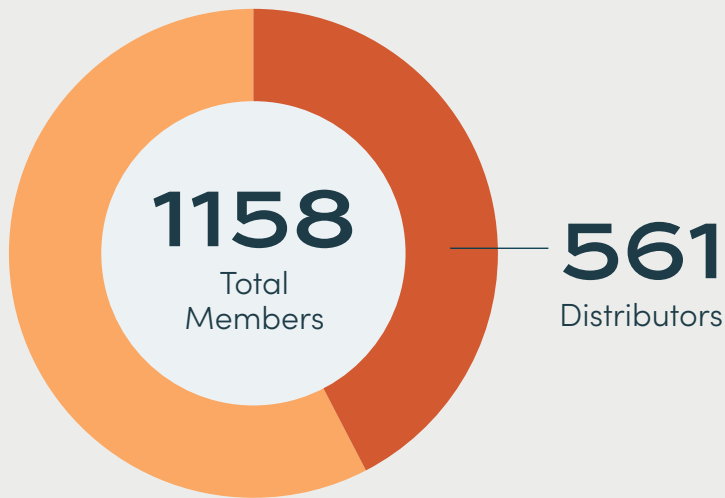
# Marketing Kit

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# HARDI Reach

## AUDIENCE



**19,000+**  
Member Contacts

## WEBSITE

**52,000+** Yearly website users

**100,000+** Yearly sessions

## SOCIAL

 LinkedIn Followers **7.3K**

 Twitter Followers **5.5K**

 Facebook Followers **1K**



# HARDI Website

HARDI's content and resources have secured our place in the HVACR industry as thought leaders and act as major motivation for members to access our website. The advertising opportunities are global (site-wide) and are featured on all blog posts, videos and other various content outputs we share.

## GLOBAL POST ADS

Top Run-of-site Banner (#1)	\$2,000/mo	300x500 px
Run-of-site Banner (#2)	\$1,500/mo	300x250 px
Run-of-site Banner (#3)	\$1,000/mo	300x250 px

### ADVOCACY

## Corporate Transparency Act Still Suspended Despite Supreme Court Ruling

January 28, 2025 | 1 minute read



# 1

Last week, the U.S. Supreme Court reversed an injunction stemming from *Texas Top Cap Shop Inc. v. McHenry*, one of two major court cases challenging the Corporate Transparency Act. While the Supreme Court undid this injunction, a second injunction remains in place and stems from the *Smith v. U.S. Dept. of Treasury* case from a different federal court judge. This means a nationwide injunction is still in effect, and no companies are required to submit beneficial ownership information to **FinCEN** (Finance Crimes Enforcement Network).

Due to the uncertainty caused by the back-and-forth between courts, HARDI supports the Repealing Big Brother Overreach Act introduced by Senator Tommy Tuberville (R-AL) and Representative Warren Davidson (R-OH). HARDI signed a [coalition letter](#) supporting this legislation and urging Congress to provide certainty to businesses nationwide.

Read more in HARDI's article: [Nationwide Injunction on Corporate Transparency Act Enforcement Restored, But Legal and Legislative Battles Loom](#)

# 2

### Primary Government Affairs Contacts

Stay informed on the latest Government Affairs and Advocacy updates! If you're your company's go-to contact for these topics, subscribe now to receive HARDI updates and communications. Get information about the Federal and State issues that are impacting the HVACR industry.

[GET HARDI ADVOCACY UPDATES →](#)

TAGS:

[Corporate Transparency Act \(CTA\)](#) [CTA](#)

# 3

#### ALEX AYERS



Alex Ayers is the Vice President of Government Affairs for Heating, Air-conditioning, & Refrigeration Distributors International. As a recovering political nerd and current policy wonk, Alex is HARDI's primary lobbyist and regulatory expert. Growing up in Iowa, Alex was exposed early to local politics through the first in the nation Iowa Caucuses, participating as a county caucus delegate to develop the grassroots planks that go into creating the party platform. Since moving to Washington, DC, Alex has spent over a decade lobbying, publishing papers, and testifying in various policy areas, including taxes, energy, environment, agriculture, and economics. His research has been cited by organizations such as the Wall Street Journal, Forbes, and the Tax Foundation.

**Expertise:** HVACR Policy, Government Affairs, and Political Advocacy

Please contact [events@hardinet.org](mailto:events@hardinet.org) to book Alex as a speaker at your next conference or event.



# HARDI Website

New this year: Our Leaderboard Ad is now displayed on global posts (all blog posts and videos) as well as the blog index page, for double the exposure!

Leaderboard Ad (#1)      \$2,750/m      1150x140 px

## LEADERBOARD

ADVOCACY

### Corporate Transparency Act Still Suspended Despite Supreme Court Ruling

January 28, 2025 | 1 minute read



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## LEADERBOARD


SEARCH  ALL TYPES  ALL TOPICS



ADVOCACY

### New York Delays Bulk Refrigerant Ban


February 3, 2025 - 4 minute read →



PRESS RELEASE

### HARDI Secures Enforcement Delay Amid Recent New York DEC...


February 3, 2025 - 3 minute read →



ADVOCACY


### Watch: New York Legislators Question DEC Commissioner...

January 30, 2025 - 2 minute read →

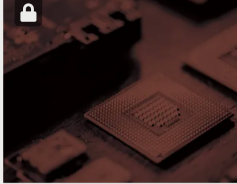


ADVOCACY

### This Month in DC Overview: January 2025



Higher level service for next level products.



ADVOCACY

### President Trump Plans to Increase Tariffs on



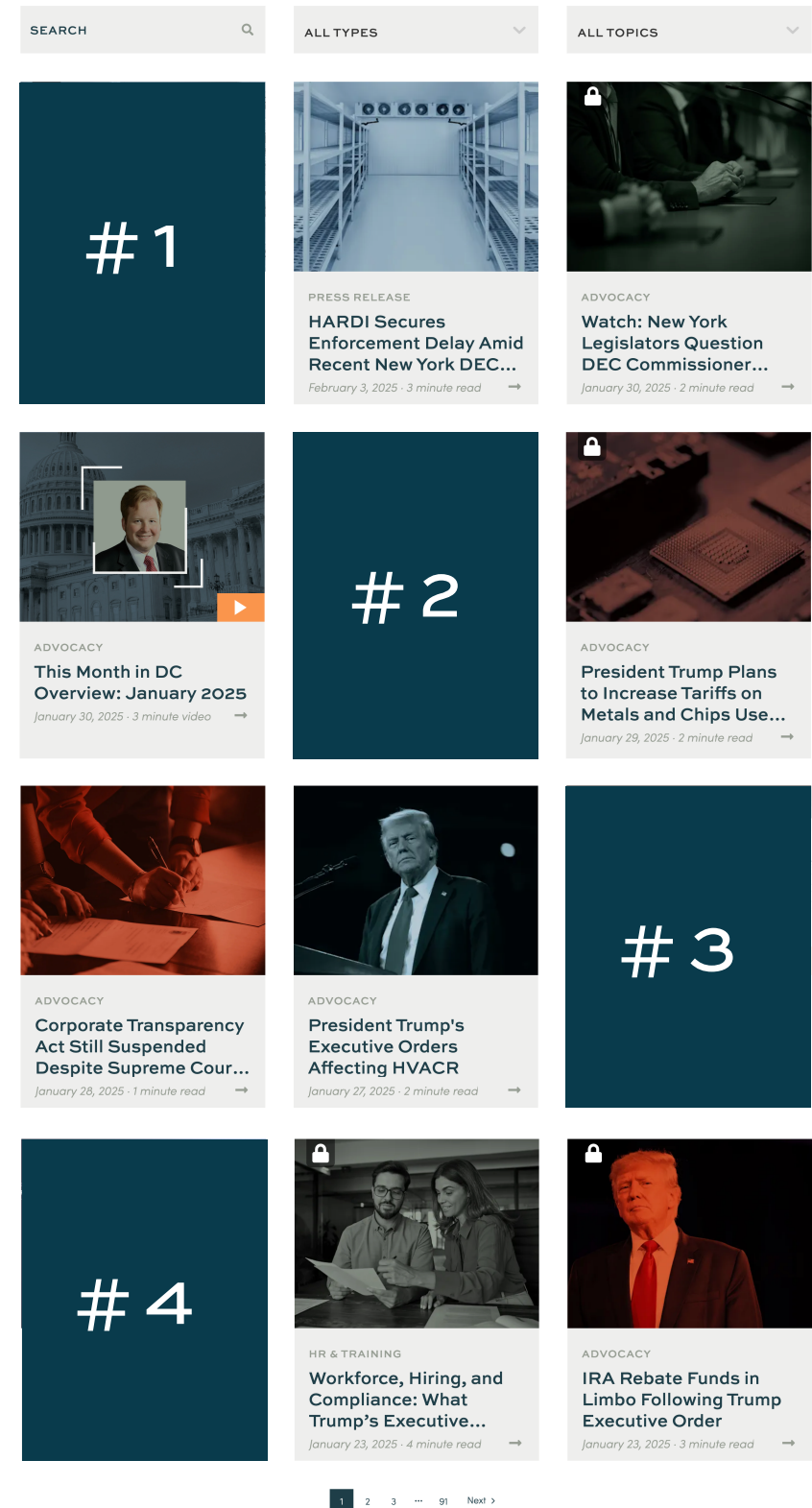
# HARDI Website

HARDI's resources index page is designed to allow members to easily navigate and find important content. With its Netflix style layout, this page acts as the central hub for HARDI video and blog outputs. HARDI's resources are regularly updated with content from our subject matter experts, organizational partners and other industry professionals.

## RESOURCE INDEX ADS

Content Card Ad Row 1* (#1)	\$1,250/mo	375x490 px
Content Card Ad Row 2* (#2)	\$1,000/mo	375x490 px
Content Card Ad Row 3* (#3)	\$750/mo	375x490 px
Content Card Ad Row 4* (#4)	\$500/mo	375x490 px

\*Actual position in row may vary





# HARDI Website

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## MEMBER WEBINARS

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- 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's site

One Webinar

\$2,500



## MEMBER VIDEOS

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

Supplied Video Placement

\$1,000

## CUSTOM AD DESIGNS

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- A package of 5 custom designed ads in the following sizes: 160x600 px, 300x250 px, 600x165 px, 728x90 px, 1150x140 px
- Select between 2 design options

Package of 5 Ads

\$500



# Retarget Marketing

Don't rely on broad, generic targeting on common ad platforms. Stand out with our qualified audience of HVACR pros! Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

Package 1: 1 Week, 35,000 Impressions	\$1,500
Package 2: 2 Weeks, 100,000 Impressions	\$4,000
Package 3: 1 Month, 200,000 Impressions	\$6,000

## PACKAGE SPECS

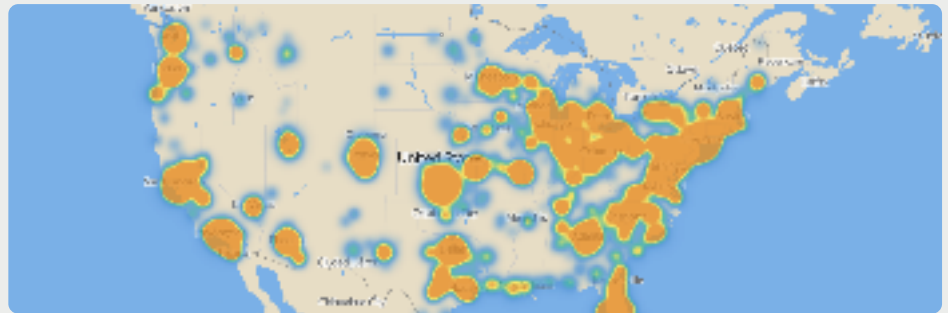
Packages include the ad sizes below, either as static images or GIFs. The website your ads connect to can all be the same or different for each size.

- Wide Skyscraper (160x600 px)
- Small Rectangle (180x150 px)
- Medium Rectangle (300x250 px)
- Leaderboard (728x90 px)

## ACTIVITY SUMMARY

Reach	Views	Unique Clicks	Clicks
11,989	100,749	108	114

## ACTIVITY HEATMAP



# Newsletters

## AD SPECS

Top Feature Ad (600x165 px)	\$1000
Second Feature Ad (600x165 px)	\$750
Third Feature Ad (600x165px)	\$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.

- Trends in 2 Minutes: October 2024
- The Importance of Customized Leadership Competencies in the HVACR Industry
- State of Washington Offers Remittance to Qualifying Warehouses and Distribution Centers

LATEST NEWS

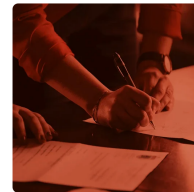


ADVOCACY

### Take Action: Protect HVACR from Burdensome Code Regulations

ASME's Proposal 07-245 seeks to make ASME BPV Code Section VIII a nationwide standard, impacting manufacturers and HVACR distributors with stricter guidelines. → [READ MORE](#)

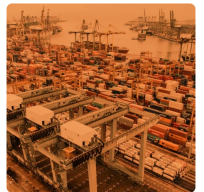
TOP FEATURE



TALENT DEVELOPMENT

### Federal Court Overturns DOL Overtime Rule: What Employers Need to Know

Texas federal district court struck down the U.S. Department of Labor (DOL) rule that had increased the salary thresholds for white-collar overtime exemptions. → [READ MORE](#)



MARKET INTELLIGENCE

### Data Driven Newsletter

In this edition of the Data-Driven Newsletter, we consider the possibility of our economy attaining the elusive soft landing and the demand outlook for HARDI members. → [READ MORE](#)

SECOND FEATURE

ADVOCACY

### States Applying for Heat Pump Rebate Funds

The Department of Energy has released a tracker showing the status of applications for Home Energy Rebates. Follow along with HARDI for more updates. → [READ MORE](#)

ADVOCACY

### Executive Orders Affecting HVACR

On his first day in office, President Trump signed 46 Executive Orders (EO) ranging from federal workforce issues to energy. A few of these Executive Orders could affect the heating, ventilation, air conditioning, and refrigeration (HVACR) industry. → [READ MORE](#)

ADVOCACY

### Plans to Increase Tariffs on Metals & Chips Used in HVACR

Earlier this week, President Trump spoke to House Republicans at their policy retreat in Florida; as part of his remarks, he announced plans to add tariffs to several products, including steel, aluminum, copper, and semiconductor chips. → [READ MORE](#)

ADVOCACY

### IRA Rebate Funds in Limbo

President Trump's Executive Order on Unleashing American Energy included a provision to pause federal funding of Green New Deal projects included in the Inflation Reduction Act. The Home Energy Rebates could be included in the mandated review of unspent funds. → [READ MORE](#)

THIRD FEATURE



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

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



**BRANDIN BURSA**

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