

HARDI

# Marketing Kit

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## Our Mission

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



# HARDI Reach

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## AUDIENCE

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**996**

HARDI MEMBERS

**426**

DISTRIBUTORS

**20,000+**

MEMBER CONTACTS



## WEBSITE

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**70,000+**

WEBSITE USERS (Yearly)

**100,000+**

SESSIONS (Yearly)



## SOCIAL

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**5,400+**

TWITTER FOLLOWERS

**5,600+**

LINKEDIN FOLLOWERS

**1,200+**

FACEBOOK FOLLOWERS

\*Numbers as of July 2023

# 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

Leaderboard Ad (#1)	\$2,500/mo	1150x140 px
Top Run-of-site Banner (#2)	\$2,000/mo	300x250 px
Run-of-site Banner (#3)	\$1,500/mo	300x250 px
Run-of-site Banner (#4)	\$1,000/mo	300x250 px

1

MARKET INTELLIGENCE

## Dollars for Schools: Where's the Opportunity?



Tim Fisher  
Team Leader of Market Intelligence

March 17, 2021  
3 minute read



2

3

4

HARDI has been active in recent months sharing information on the additional \$54.3 billion in funds directed to primary and secondary schools through the Elementary and Secondary School Emergency Relief Fund(ESSER). ESSER Funds are eligible to be used for HVAC upgrades in schools, but HVAC system upgrades are just one of several allowable uses for the funds. In other words, just because the funds *can* go to HVAC doesn't mean they *will*. With that in mind, which regions are most likely to see HVAC upgrade demand?

Data from the 2012 Commercial Buildings Energy Consumption Survey (CBECS) offer a great window into the state of HVAC systems in K-12 buildings nationally, along with the estimated number of school buildings (and their total square footage) in each region of the country. To get a sense for the HVAC upgrade opportunity in each region of the country, we add the amount of ESSER funds going to each region of the country, and layer in CBECS data showing the number of schools, total square footage, and school HVAC equipment history. We use Census regions here to match how the CBECS data are reported.



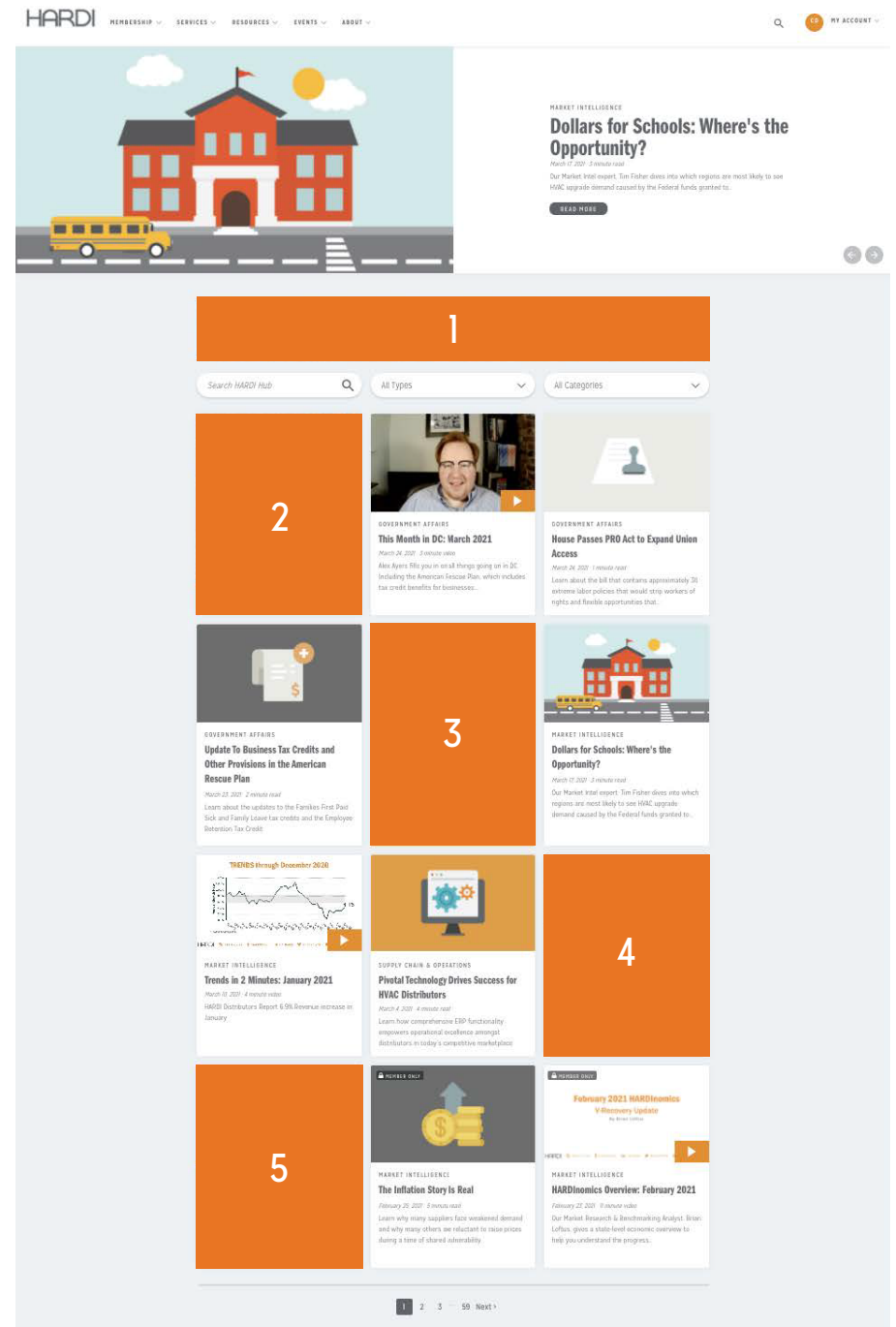
# HARDI Website

HARDI's resources index page is design 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 expert's, organizational partners and other industry professionals.

## RESOURCE INDEX ADS

Leaderboard Ad (#1)	\$1,500/mo	1150x140 px
Content Card Ad Row 1* (#2)	\$1,250/mo	375x500 px
Content Card Ad Row 2* (#3)	\$1,000/mo	375x500 px
Content Card Ad Row 3* (#4)	\$750/mo	375x500 px
Content Card Ad Row 4* (#5)	\$500/mo	375x500 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 \$2,000

## 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



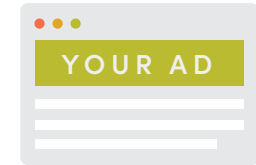
User



Visits our website



Leaves website



Sees your ad on other sites

## 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

1 Week

30,000 Impressions

\$1,500

### Package 2

2 Weeks

100,000 Impressions

\$4,000

### Package 3

1 Month

200,000 Impressions

\$6,000

# eNewsletters

## NEWSLETTER ADS

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.

HARDI  
OCTOBER 2022

# Thermostat

MONTHLY NEWSLETTER

### Member Spotlight: Raymond Yeager

Raymond Yeager, President and CEO of DMI Companies, talks about hosting the Commitment to America event, success in manufacturing in Pennsylvania, and the importance of holding our politicians accountable for their commitments.



→ WATCH THE VIDEO

## TOP FEATURE AD

### 8 Focus Areas for HVAC Distributors to Keep Their Cool Amidst Complexity

Growth is what most HVAC distributors are after. And since growth typically leads to shifts elsewhere in the business, it's essential to have a good strategy for managing the complexity that both ties and restricts all the areas of the company.



→ READ MORE

## SECOND FEATURE AD

### Proven Partner: CardConnect AIP

CardConnect AIP provides merchant services that puts money back in their client's pockets by leveraging technology and providing best in class customer service.



→ LEARN MORE

## THIRD FEATURE AD

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**

Supplier Account Manager

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