

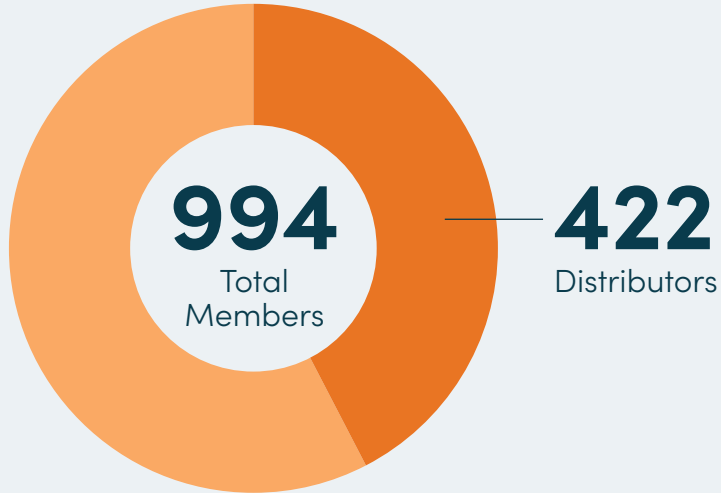
A person is seen from the side, sitting at a desk in a dimly lit office. They are looking at a laptop screen. There are other laptops on the desk. The overall atmosphere is professional and focused.

HARDI

Marketing Kit

HARDI Reach

AUDIENCE



19,000+
Member Contacts

WEBSITE

70,000+ Yearly website users

100,000+ Yearly sessions

SOCIAL

 LinkedIn Followers **6.1K**

 Twitter Followers **5.5K**

 Facebook Followers **1.3K**

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

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GOVERNMENT AFFAIRS

Department of Transportation Proposes Rule to Ban Non-refillable Cylinders



Alex Ayers
Vice President of Government Affairs

March 15, 2024
1 minute read



Updated (3/15/2024):

The Pipeline and Hazardous Materials Safety Administration published the final rule this month without including the ban on non-refillable cylinders. The final rule said, "Following the decision by the United States Court of Appeals for the District of Columbia, PHMSA is no longer considering the phaseout of HFCs in this final rule, and will not finalize the proposal to prohibit the filling and transportation of certain HFCs in non-refillable cylinders."

Original (3/6/2023):

The Department of Transportation's Pipeline and Hazardous Materials Safety Administration has released a proposed rule that would, among other things, ban the use of non-refillable cylinders to transport and store HFC refrigerants. This rule is to match the finalized EPA rule banning the use of non-refillable cylinders as part of the HFC phase-down, which has been challenged by HARDI and our industry allies in the courts.

HARDI plans to comment in opposition of this proposed rule, both as not relating to the safe transport of HFCs and because the EPA rule is under review by the District Court of Appeals.

Read the proposed rule [here](#).

TAGS: [REFRIGERANTS](#) [REFRIGERATION](#)



Alex Ayers
Vice President of Government Affairs

Alex Ayers is the Vice President of Government Affairs for HARDI the Heating, Air-conditioning, & Refrigeration Distributors International. Alex serves as HARDI's primary lobbyist and policy expert. Alex has spent nearly a decade lobbying on the federal level and published papers and studies in various policy areas including taxes, energy, agriculture, and economics and has testified on tax policy. His research has been cited by organizations such as the Wall Street Journal, Forbes and the Tax Foundation.

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3

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Related Content



New York State HFC
Phaseout Amendment...
March 15, 2024



Webinar Replay:
Congressional Fly-in Virt...
March 14, 2024



California Set to Begin
Drafting Zero-Emission...
March 14, 2024



HARDI Signs Letters on
Labor Issues Affecting...
March 8, 2024

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

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

1

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2

GOVERNMENT AFFAIRS

Department of Transportation Proposes Rule to Ban Non-refillable Cylinders

March 15, 2024 - 1 minute read

The Pipeline and Hazardous Materials Safety Administration published the final rule this month without including the ban on...

GOVERNMENT AFFAIRS

New York State HFC Phaseout Amendment Could Leave State Without Air-Conditioning or Refrigeration

March 15, 2024 - 3 minute read

The New York State Department of Environmental Conservation is proposing an amendment that, if enacted, would effectively ban the installation...

GOVERNMENT AFFAIRS

California Set to Begin Drafting Zero-Emission Space and Water Heater Standards

March 14, 2024 - 2 minute read

California desires to create zero-emission standards for new space and water heaters sold in California to meet its climate goal of achieving...

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Webinar Replay: Congressional Fly-in Virtual Briefing

March 14, 2024 - 33 minute video

Watch this webinar replay for an overview of HARDI's Congressional Fly-in event and learn how you can affect policy change in the HVACR...

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GOVERNMENT AFFAIRS

Webinar Replay: Branch Manager Certification Program Overview

March 8, 2024 - 46 minute video

Watch this webinar replay for a comprehensive overview of HARDI's Branch Manager Certification Program. Hear from Jason Bader and Izzy...

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GOVERNMENT AFFAIRS

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HARDI Website

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's site

One Webinar

\$2,000



MEMBER VIDEOS

- 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

- 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

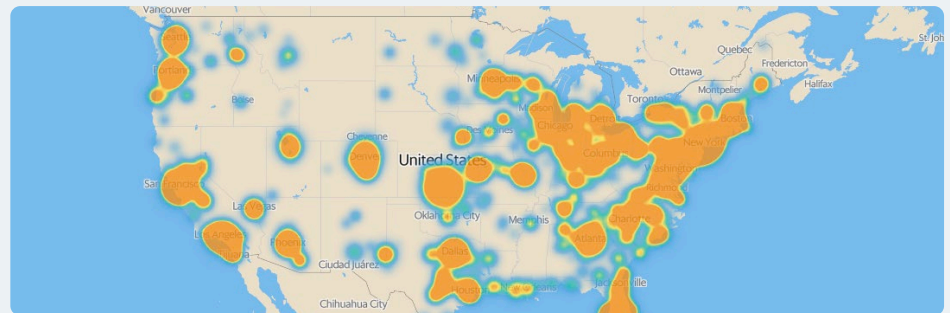
Packages include the ad sizes below, either as static images or GIFs. The website your ads connect to can all be the same or different for each size.

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



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

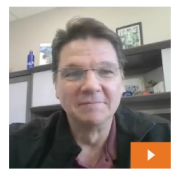
Our monthly newsletter that features association news, industry happenings, upcoming events and more.

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.

Member Spotlight: Chris Forth of Johnson Controls
Warren Patrick joins Chris Forth, VP of Regulatory, Codes & Environmental Affairs at JCI, to talk about regulations and current issues the industry is facing.

→ WATCH VIDEO



Update (3/4): States Applying for Heat Pump Rebate Funds

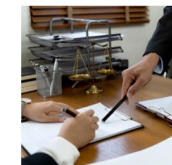
Check out HARDI's updated post on the DOE's tracker showing the status of applications for Home Energy Rebates. More states have applied for funding for the HEAR program designed to

→ LEARN MORE

TOP FEATURE

Driving Engagement in Your Organization
Managers are faced with keeping their associates engaged and developed in their roles. Learn about how to engage your associates in the workplace.

→ LEARN MORE



New York State HFC Phaseout Amendment Could Leave State Without Air-Conditioning or Refrigeration

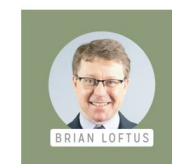
The New York State Department of Environmental Conservation is proposing an amendment that, if enacted, would effectively ban the installation of current

→ LEARN MORE

SECOND FEATURE

Territory Manager Certification: Upskilling to Upsell in Today's Market
Learn more about the importance of upskilling territory managers to upsell in today's market.

→ LEARN MORE



Trends in 2 Minutes
Our Benchmarking Analyst, Brian Loftus, breaks down the 0.2% average annual sales growth in our January Trends report.

→ WATCH VIDEO

THIRD FEATURE

**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.



BRANDIN BURSA

Supplier Account Manager

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bbursa@hardinet.org