

## Become an Industry Celebrity Overnight

An NRHA TV Sponsorship is a must-have  
brand recognition program

From store visits to seasonal selling feature videos, the NRHA TV Sponsorship program pairs NRHA proprietary content with the unique opportunity for sponsors to raise the bar on their brand recognition programs.

### NRHA TV—eNewsletter Weekly Videos

Store visits, exclusive interviews and more, these videos strategically mesh with the *Hardware Retailing* editorial calendar.

With a 10-second lead-in and logo representation for the duration of the video, the NRHA TV Sponsorship program gives sponsors long-term exposure. Posted within the NRHA eNewsletter and on NRHA.org, sponsors will be the featured sponsor of up to four videos per month at **\$2,495 (net)**.

### NRHA TV—Seasonal Selling Videos

Coinciding with the *Hardware Retailing* editorial calendar, our Seasonal Selling videos will help retailers prepare their stores to sell big.

From merchandising and advertising tips to current trends and products, each sponsor will be able to offer content as it relates to the season they sponsor. In addition to brand-exclusive content, sponsors will receive a 10-second lead along with logo representation for the duration of the video. Get this NRHA TV sponsorship at **\$4,900 (net)**.



**ACT NOW! CALL US TODAY!**

# Direct Retailers to Your Site Today!

