

ARA Member Identification

ARA associate member designation logos are available in color and black for use in their marketing and advertising efforts. Showing membership in a industry-leading organization demonstrates support for the equipment and event rental industry, which can strengthen credibility with customers and prospects. The ARA logo may be used in these approved formats:

CORRECT

Color

The color logo may be used on a white or light gray background.



Black/Reversed (White)

The black/reversed logo may be used in black on a white background or reversed out of a dark background as long as there is enough contrast between the logo and the background so that the logo is legible.



INCORRECT

The below restrictions apply to all ARA logos and sub brands.



Do not substitute any other colors for the approved logo colors.



Do not embellish the logo with a drop shadow or any other effects.



Do not stretch or distort the logo in any way.



Do not place the logo over a cluttered background.



Do not use the logo at an angle.



Do not use the logo at an opacity of less than 100 percent (semi-transparent).



Do not apply a gradient effect to the logo. Always use solid color.



Do not allow the logo to bleed off the edge of the page. Always maintain the minimum safe area.



Download logos at [ARarental.org/go/Logos](https://www.ararental.org/go/Logos)

Preferred placement of logos would be in the top left or bottom right corner of your advertisement whenever possible.

Questions?

For more information about *Rental Management* specifications and delivery of files please contact:

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For more information about American Rental Association brand standards, including The ARA Show logo, please contact:

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The ARA Show Exhibitor Identification

The ARA Show logo is the insignia of the event. It is made up of a combination of text and graphic elements that should be used together as shown below and not be separated or used independently.

The preferred way to represent the show is with the freestanding color logo on a white background. This mark consists of text and graphic elements that should not be manipulated, deconstructed or altered in any way without prior approval from ARA.

When the color logo is placed on something other than a white background, the logo must be placed within a white circle, provided in the .eps version of the logo.

CORRECT

The logo may be used on a white background or on a dark background as long as there is enough contrast between the logo and the background so that the logo is legible. The color logo must include the white circle surrounding the logo when using it on a colored background.

Color



Black/Reversed (White)



INCORRECT

The below restrictions apply to The ARA Show logos and sub brands.



Do not substitute any other colors for the approved logo colors.



Do not embellish the logo with a drop shadow or any other effects.



Do not stretch or distort the logo in any way.



Do not place the logo over a cluttered background.



Do not use the logo at an angle.



Do not use the logo at an opacity of less than 100 percent



Do not apply a gradient effect to the logo. Always use solid color.



Do not allow the logo to bleed off the edge of the page. Always maintain the minimum safe area.

Terms, Service & Support

Note: These apply to all *Rental Management Group* products.

Bleed: No additional charge.

Billing Terms: Total net due 30 days after billing. A late charge of 1.5 percent may be imposed monthly on accounts 30 days past due. Publisher reserves the right to run a credit report.

Cancellation Policy: Any cancellation or change must be submitted in writing 30 days prior to issue closing date. An advertiser failing to meet a contracted frequency program will be subject to short rate at the current year's rate card. Publisher reserves the right to reject any advertisement. Covers are non-cancellable.

Commissions: To recognized agencies, 15 percent of gross billing. No cash discount. Agency commission may be denied on accounts 30 days past due.

Frequent *Rental Management* advertiser: A frequent *Rental Management* advertiser is a company that has placed advertising in three or more months out of the last 12 months.

Inserts: Contact your advertising representative for rates, quantities and other details.

Preferred Positions: 10 percent premium on space charge. Covers are non-cancellable.

Standard Display Rates: Rates are based on the total number of display advertising units, of any size, used within 12 consecutive months. Multiple page ads count as one unit for each page. Different sizes of ads may be combined to achieve total program frequency. Divisions of the same parent company may combine ad schedules within the same year to earn lower frequency rate.