



# RENTAL MANAGEMENT

The Official Magazine of the American Rental Association

# Media Kit 2020

# Welcome

We are pleased to deliver the 2020 *Rental Management* media kit.

The equipment and event rental industry is in the midst of an unprecedented era of steady growth. By 2022, industry revenue is expected to exceed \$63.5 billion in the United States and \$6.3 billion in Canada, according to ARA Rentalytics™. In addition, investment in new equipment in the United States, which is expected to exceed \$14 billion in 2020, is forecast to surpass \$15.1 billion in 2022.

How can you best reach these target buyers? The reader profiles of those participating in our latest research show that 86 percent have taken an action as a result of advertisements and/or articles in *Rental Management*. In fact, 37 percent said they bought products or services advertised.

*Rental Management* also is more than just an award-winning monthly print magazine. We offer a variety of media products in print, digital and online. Our menu of options continues to evolve with digital interstitial ads and advertorials. We are developing video and audio content to make sure we are offering readers their preferred way of receiving the information they need to be more successful in their business.

Remember, as the official publication of the American Rental Association (ARA) and the equipment and event rental industry, 100 percent of our advertising revenue is invested in valuable research and programs that benefit you and our readers. An investment in *Rental Management* is an investment in the future of the industry. **No other publication can say that.**

— Wayne Walley  
Editor-in-Chief of *Rental Management*

## Our audience



92%

of subscribers are involved in the purchasing process at their company.\*\*

87%

of subscribers say *Rental Management* influences their purchasing decisions.†

98%

**of subscribers**

say *Rental Management* is a useful source of information about new products and services.†

92% of ARA members say they use *Rental Management* and/or *Rental Pulse*.\*\*\*

83% of subscribers pass along their copy of *Rental Management* magazine to another employee to read.\*\*

71% of subscribers have at least 10 employees in their company.#



**Subscribers come from all 50 states in the U.S., 12 provinces and territories in Canada, and more than 40 countries and territories outside of the U.S. and Canada.\*\***

\*\* Publisher's Own Data

\*\*\* 2018 ARA General Member Needs Assessment

# 2018 *Rental Management* Readership Survey

+ Readex Research 2018

++ Signet AdLift, May 2019

# WHY

## should you advertise in *Rental Management*?

**100%** of *Rental Management's* profits are invested in research, products and services to grow the equipment and event rental industry.\*\*

**77%** of advertisers report increased sales to the equipment and event rental industry over the past three years.#

**86%** of subscribers say they took action on an ad in *Rental Management*.++

**70%** of advertisers say they place ads in *Rental Management* because it is the leading industry publication.#

\*\* Publisher's Own Data  
# 2018 *Rental Management* Readership Survey  
++ Signet AdLift, May 2019



## Equipment and event rental industry stats

According to ARA Rentalytics, annual revenue for the equipment and event rental industry will continue a pattern of strong growth in the coming years. By 2022, annual rental revenue is expected to reach:

# \$63.5 billion

## in the U.S.

# \$6.3 billion

## in Canada

Investment in rental equipment in the U.S.

is expected to reach

# \$15.1 billion by 2022.

# ARA Rentalytics

Data is knowledge. Forecasting is difficult. Get your data and the forecasting assistance your business needs from ARA Rentalytics.

## How can ARA Rentalytics help your business?

- **Revenue forecasting and budget planning:** Make operational adjustments and analyze market share.
- **Forecast manufacturing:** Use a proven third party to improve your process and optimize throughput for your product lines.
- **Understand market trends:** Receive data and analysis on factors that impact the equipment and event rental industry.

For more information and to purchase an ARA Rentalytics package, contact Mike Savely at 800.334.2177, ext. 246.



# Our stats



# RENTAL MANAGEMENT

## Magazine - Print Edition

- Offers **12 monthly issues** of the print magazine
- Covers construction, general tool, and party and event segments\*\*
- Circulates to **19,069 subscribers**\*\*
- Canadian circulation is **1,592 subscribers**\*\*
- Nearly 1,700 total pages in monthly issues in 2018\*\*
- Averages more than 130 pages per issue since 2014\*\*



## Magazine - Digital Edition

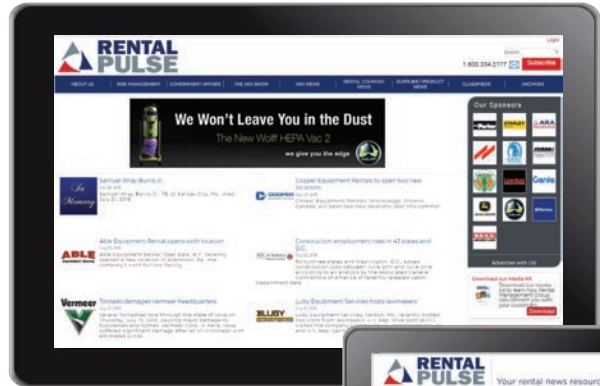
- More than 53,000 issue views in past year\*\*\*
- Issue views increased for the sixth straight year in 2018\*
- Digital version was accessed in **95 countries** in the past year\*\*\*
- Advertisements received nearly **640,000 impressions** in past year\*\*\*
- Nearly **1.2 million pages viewed** in the past year\*\*\*

\* Google Analytics  
\*\* Publisher's Own Data  
\*\* BPA, December 2018  
\*\*\* Thermostats (BlueToad)



## Weekly E-newsletter

- More than **23,500 subscribers\*\***
- More than 23% open rate in the past year\*\*



## News Website

- Accessed by an average of **nearly 12,000 users per month** viewing more than **20,800 pages per month\*\***
- Viewed in 178 countries in the past year\*



## RENTALMANAGEMENTMAG.COM

### Magazine Website

- Delivers an average of **more than 16,800 page views per month** from more than **11,600 users.\*\***
- Accessed in **210 countries** in the past year\*

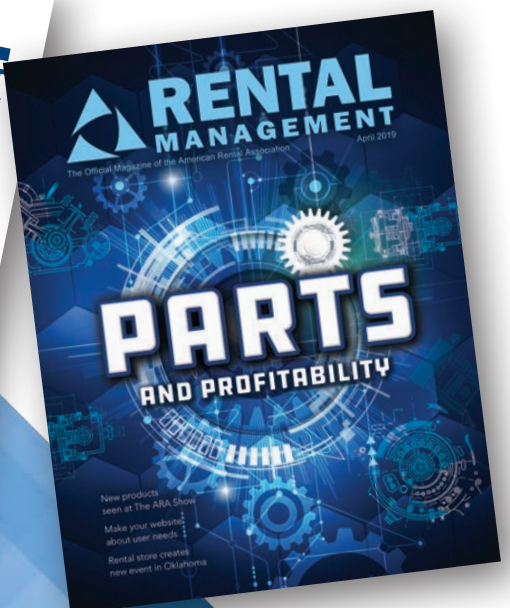
\* Google Analytics  
 \*\* Publisher's Own Data  
 ++ BPA, December 2018



Visit [RentalManagementMag.com](http://RentalManagementMag.com) to find video archives

# Complete industry coverage

Rental Management offers more coverage of industry topics than any other publication in the equipment and event rental industry.\*\*



- Safety and Risk Management tips and resources
- Tips on best business practices
- Economic and industry data from ARA Rentalytics
- Human Resources and Legal advice
- Exclusive and extensive coverage of The ARA Show™
- Government Affairs initiatives and updates
- News from the American Rental Association (ARA)
- More rental company and supplier profiles
- More pages devoted to products than any other industry publication.\*\*

**Construction**  
**General Tool**  
**Party and Event**

\*\* Publisher's Own Data



# Rental Management Group Products



12 Monthly Issues



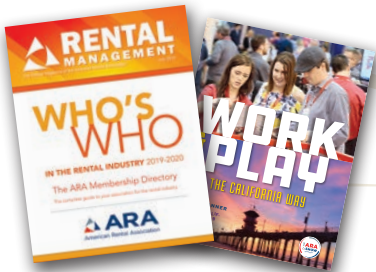
19,069 monthly subscribers<sup>##</sup>

E-newsletter



More than 23,500 subscribers<sup>\*\*</sup>

Directories



The ARA Show Directory and Who's Who in the Rental Industry



Websites



Websites average more than 23,500 users per month. RentalManagementMag.com averages 11,633 users and RentalPulse.com averages 11,948 users. These numbers have not been de-duplicated.<sup>##</sup>

Special Issues



Monthly safety section, *The Hot List: New Products at the Show, July: Products in Review* and additional product supplements

Digital Edition



More than 53,000 issue views in past year<sup>+++</sup>

<sup>\*\*</sup> Publisher's Own Data  
<sup>##</sup> BPA, December 2018  
<sup>+++</sup> Thermostats (BlueToad)

# Rental Management 2020 Editorial Calendar

 <p><b>January</b> pre-show issue</p>	<p>The ARA Show exhibitor products featuring what exhibitors plan to display at The ARA Show 2020 in Orlando. <b>SAFETY SUPPLEMENT:</b> Emerging safety risks in 2020</p>	<p><b>Ad close: Nov. 22, 2019</b></p> <p><b>Materials due: Nov. 27, 2019</b></p> <p><b>Mails: Jan. 6, 2020</b></p>
 <p><b>February</b> at-show issue</p>	<p>The ARA Show exhibitor products featuring what exhibitors plan to display at The ARA Show 2020 in Orlando. <b>BONUS DISTRIBUTION AT THE ARA SHOW</b> <b>SAFETY SUPPLEMENT:</b> Most frequent and severe claims issues in 2019</p>	<p><b>Ad close: Dec. 27, 2019</b></p> <p><b>Materials due: Jan. 5, 2020</b></p> <p><b>Mails: Jan. 28, 2020</b></p>
 <p><b>March</b> post-show issue</p>	<p>The ARA Show extensive news coverage by the <i>Rental Management</i> editorial team. <b>Construction:</b> Job-site, warehouse and rental yard equipment, such as forklifts, utility vehicles, trailers, engines, computer hardware and software, fleet management, anti-theft devices, personal protective equipment. <b>General Tool:</b> Disaster relief equipment, including skid steers, chippers, stump grinders, log splitters, portable generators, chain saws, pumps, fans, restoration equipment, drain-cleaning equipment, pressure washers. <b>Party and Special Event:</b> Products for personal and family life events, such as birthdays, weddings, graduations, anniversaries, retirements, religious celebrations, grand openings. <b>SAFETY SUPPLEMENT:</b> Safety concerns for women in rental</p>	<p><b>Ad close: Jan. 17, 2020</b></p> <p><b>Materials due: Jan. 24, 2020</b></p> <p><b>Mails: March 3, 2020</b></p>
 <p><b>April</b> “Seen on the show floor” issue</p>	<p>Our “Seen on the show floor” issue includes new products of interest in each area of The ARA Show exhibit floor selected by <i>Rental Management</i> editors.</p> <p>On Location coverage of CONEXPO-CON/AGG 2020 and The Special Event 2020 co-located with Catersource. <b>SAFETY SUPPLEMENT:</b> Fall prevention</p>	<p><b>Ad close: Feb. 21, 2020</b></p> <p><b>Materials due: Feb. 28, 2020</b></p> <p><b>Mails: March 31, 2020</b></p>
 <p><b>May</b> Research Study</p>	<p><b>Construction:</b> Road construction equipment, such as rollers, compaction, paving, surveying equipment, traffic control systems, barriers, lighting, generators, compressors. <b>General Tool:</b> Underground and trenching equipment, augers, earth boring machines, drilling equipment, post hole diggers. <b>Party and Special Event:</b> Festival equipment, such as tents, tent accessories, stakes, ballast, sidewalls, generators, air conditioning, fans, misters. <b>SPECIAL REPORT:</b> Augers and post hole diggers <b>SAFETY SUPPLEMENT:</b> Youth/young worker safety</p>	<p><b>Ad close: March 27, 2020</b></p> <p><b>Materials due: April 3, 2020</b></p> <p><b>Mails: April 28, 2020</b></p>
 <p><b>June</b></p>	<p><b>Construction:</b> Earthmoving equipment, loaders, excavators, backhoes, skid steers, attachments, dump trucks; fleet management tools, such as telematics, GPS, mobile apps, drones, technology equipment, software. <b>General Tool:</b> Dust control equipment, vacuums and vacuum systems, floor care equipment, small engines, lubricants, fuel additives, hand tools, small power tools; moving equipment, such as hand trucks, stair climbers, pallet movers, furniture, appliance dollies. <b>Party and Special Event:</b> Corporate and fundraising equipment, such as lighting, staging, flooring, carpeting, podiums, seating, furniture, vending equipment, crowd control, sound barriers, novelties, games, A/V, karaoke, sound systems. <b>SPECIAL REPORT:</b> Novelties and games for parties and events <b>SAFETY SUPPLEMENT:</b> Party and event risks</p>	<p><b>Ad close: April 24, 2020</b></p> <p><b>Materials due: May 1, 2020</b></p> <p><b>Mails: : June 2, 2020</b></p>
 <p><b>July</b> Products in Review 2020</p>	<p>This issue highlights products from companies that had items featured in <i>Rental Management</i> between Aug. 1, 2019, to June 1, 2020, targeting construction, general tool, party and event, and software and service segments. <b>SAFETY SUPPLEMENT:</b> Building a safety culture</p>	<p><b>Ad close: May 22, 2020</b></p> <p><b>Materials due: May 29, 2020</b></p> <p><b>Mails: June 23, 2020</b></p>

	<p><b>August</b></p>	<p><b>Construction:</b> All construction equipment.  <b>General Tool:</b> Fall cleanup equipment, such as lawn, garden and landscaping equipment.  <b>Party and Special Event:</b> Tabletop items, such as servingware, glassware, flatware, dishes, centerpieces; outdoor event equipment, such as grills, kitchen, cooking and concession items; portable sinks, portable restrooms, canopies, utility vehicles.  <b>SPECIAL REPORT:</b> Utility vehicles  <b>SAFETY SUPPLEMENT:</b> Crisis management</p>	<p><b>Ad close: June 26, 2020</b></p> <p><b>Materials due: July 3, 2020</b></p> <p><b>Mails: July 28, 2020</b></p>
	<p><b>September</b></p>	<p><b>Construction:</b> Aerial work platforms, access, telehandlers, forklifts, scissor lifts, manlifts and other lifting equipment; scaffolding; ladders; cranes.  <b>General Tool:</b> Compact equipment, such as mini skid steers, mini excavators, attachments, power buggies, dumpers, snow removal equipment, heaters, salt dispensers, storage containers.  <b>Party and Special Event:</b> All party and event products.  <b>SPECIAL REPORT:</b> Concession equipment for party and event  <b>SAFETY SUPPLEMENT:</b> Theft prevention</p>	<p><b>Ad close: July 24, 2020</b></p> <p><b>Materials due: July 31, 2020</b></p> <p><b>Mails: Sept. 1, 2020</b></p>
	<p><b>October</b> show introduction issue</p>	<p><b>Construction:</b> Power generation, power distribution, light towers, air compressors, demolition and renovation tools.  <b>General Tool:</b> Concrete equipment, such as rammers, compactors, screeds, trowels, concrete saws, vacuums, silica dust control equipment, forms.  <b>Party and Special Event:</b> Tents, tent tops, liners, sidewalls, power generation, stake pullers, ballast equipment, climate controls, fans, heaters, computer hardware and software.  <b>SPECIAL REPORT:</b> Heating equipment  <b>SAFETY SUPPLEMENT:</b> Distracted/drowsy driving</p>	<p><b>Ad close: Aug. 28, 2020</b></p> <p><b>Materials due: Sept. 4, 2020</b></p> <p><b>Mails: Sept. 29, 2020</b></p>
	<p><b>November</b> show planning issue</p>	<p>The ARA Show exhibitor products for each segment of the show floor.  <b>Construction:</b> Oil and gas equipment, such as aerial lifts, booms, light towers, drilling equipment, utility vehicles, generators, plant maintenance equipment, compressors.  <b>General Tool:</b> Lawn, garden and landscaping equipment.  <b>Party and Special Event:</b> Tables, chairs, lounge and lighted furniture, linens, disposables, tabletop items.  <b>SPECIAL REPORT:</b> Lawn and garden equipment trends  <b>SAFETY SUPPLEMENT:</b> Maintenance and safety</p>	<p><b>Ad close: Sept. 25, 2020</b></p> <p><b>Materials due: Oct. 2, 2020</b></p> <p><b>Mails: Oct. 27, 2020</b></p>
	<p><b>December</b> buying guide</p>	<p>ARA associate member products are featured in this issue. The guide also includes associate member listings by company name as well as lists of companies that offer equipment in a variety of product categories.  <b>SPECIAL REPORT:</b> Industry outlook for 2021  <b>SAFETY SUPPLEMENT:</b> Safety outlook for 2021</p>	<p><b>Ad close: Oct. 23, 2020</b></p> <p><b>Materials due: Oct. 30, 2020</b></p> <p><b>Mails: Dec. 3, 2020</b></p>

## Special Issues and Directories

**January**

**The Hot List: New Products at the Show**

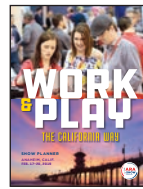


Features The ARA Show exhibitor products that are new to the equipment and event rental industry.

Ad Close: Nov. 22, 2019  
 Materials Due: Nov. 27, 2019  
 Mails: Jan. 6, 2020  
 Bonus Distribution:  
 The ARA Show floor bins

**February**

**The ARA Show Directory 2020**




The directory is essential for attendees planning their time at the show. It features all exhibitors, along with booth numbers and product information.

Ad Close: Dec. 13, 2019  
 Materials Due: Dec. 18, 2019  
 Mails: At-show  
 Exclusive Distribution: All attendees of The ARA Show receive a copy at Registration.

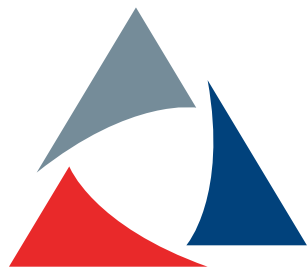
**July**

**Membership Directory**



*Who's Who in the Rental Industry*, the American Rental Association (ARA) Annual Membership Directory, includes information on ARA programs and services as well as a member listing.

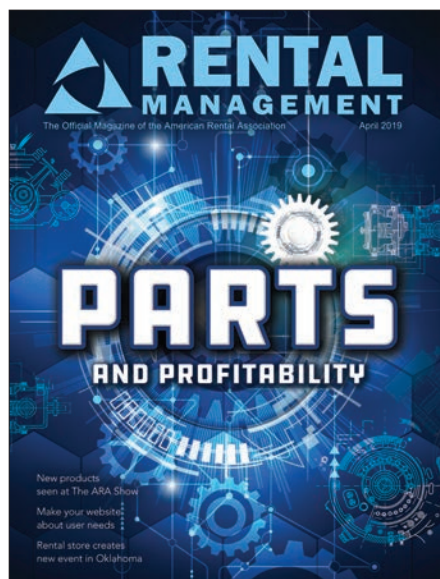
Ad Close: May 22, 2020  
 Materials Due: May 29, 2020  
 Mails: June 30, 2020



# RENTAL MANAGEMENT

Advertising Rates

*Group*



## Regular **Print** Editions



### Rental Management magazine display ad rates

All rates effective with the January 2020 edition.

**Rates are GROSS\*\***

### Marketplace display ad rates

Rental Management offers the Marketplace advertisement section for businesses of all sizes and budgets that need to be in front of our targeted audience.

- All ads are 1/4 page.
- All ads are four-color.
- Ads are placed in alphabetical order.
- Modify your ad quarterly at no extra cost.

#### Four-Color Marketplace Space Rate

- Rates are NET\*\*
- Minimum of three insertion orders required per year
- \$700/month

### Classified and Professional Services

To place a classified or professional services ad, contact Kaye Stockstill at 800.334.2177, ext. 243, or [kaye.stockstill@ararental.org](mailto:kaye.stockstill@ararental.org).

	Space	1x	3x	6x	12x
<b>Four-Color</b>	1 page	\$5,350	\$5,125	\$4,985	\$4,860
	2/3 page	\$4,640	\$4,480	\$4,350	\$4,235
	1/2 page diagonal*	\$4,495	\$4,335	\$4,200	\$4,000
	1/2 page island	\$4,470	\$4,300	\$4,175	\$3,615
	1/2 page	\$3,965	\$3,850	\$3,670	\$3,375
	1/3 page	\$3,365	\$3,285	\$3,175	\$3,120
	1/4 page	\$2,825	\$2,600	\$2,510	\$2,450
<b>Black-and-White and Two-Color</b>	1 page	\$3,945	\$3,660	\$3,490	\$3,365
	2/3 page	\$3,255	\$3,020	\$2,880	\$2,780
	1/2 page island	\$3,070	\$2,845	\$2,720	\$2,600
	1/2 page	\$2,580	\$2,240	\$2,170	\$2,120
	1/3 page	\$2,415	\$2,000	\$1,740	\$1,675
	1/4 page	\$1,700	\$1,455	\$1,380	\$1,325

Covers		
<b>Four-color only and non-cancellable</b>	Inside front cover	\$5,380
	Inside back cover	\$5,160
	Back cover	\$5,380

\* Maximum of one diagonal advertisement is allowed per issue.

\*\*All print display advertising rates apply to ARA associate members.

Non-ARA members will need to ADD \$650 extra to the prices listed on the rates chart.

Bleed: No additional charge.

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

# Online Opportunities



## Rental Pulse ad rates

Includes microbutton on weekly e-newsletter as well as microbutton and rotating banner on website.

**Rates are NET**

Month	Rate
January-December	\$1,300/month

In addition to the weekly edition distributed on Sundays, Rental Pulse publishes Breaking News special editions throughout the year and Rental Pulse Daily, which is distributed Monday, Tuesday and Wednesday during The ARA Show.

## RENTALMANAGEMENTMAG.COM

### RentalManagementMag.com ad rates

Includes microbutton and rotating banner on website. **Rates are NET**

Month	Rate
January-December	\$550/month



## Rental Management Digital ad rates

This space offers the unique position to be seen first by all Rental Management Digital readers and can include add-ons such as digital links, downloads and videos. **Rates are NET**

<b>Four-Color Opposite Front Cover</b>	1 page	\$1,000
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Please notify Jennifer Smith at [jennifer.smith@arental.org](mailto:jennifer.smith@arental.org) or 800.334.2177, ext. 257, of any add-ons to your digital edition ad.

Rental Management is constantly researching new and innovative ways to help our advertisers reach out to our readers. For more information on additional digital edition opportunities, see pages 14 and 15 of this media kit.



# Staying Safe

Rental Management readers have asked for it, and we have delivered by launching the industry's first monthly special pullout section all about **safety and risk management** that appears in each issue.

## Limited advertising spots are available.

Each section has its own cover story, statistics, a checklist, the "Risky Business" column featuring true claims stories, the "Legally Speaking" column from attorney James Waite, safety meeting tips, an infographic suitable for posting on employee bulletin boards and more.

With safety information all in one place each month, we make it easy for readers to pull out the section and use it to manage their risk and train employees.

Highlight how you can help with safety and risk management in this one-of-a-kind industry publication from the industry's leading monthly magazine.

## 2020 Safety Section Editorial Calendar

<b>January</b>	Emerging safety risks in 2020
<b>February</b>	Most frequent and severe claims issues in 2019
<b>March</b>	Safety concerns for women in rental
<b>April</b>	Fall prevention
<b>May</b>	Youth/young worker safety
<b>June</b>	Party and event risks
<b>July</b>	Building a safety culture
<b>August</b>	Crisis management
<b>September</b>	Theft prevention
<b>October</b>	Distracted/drowsy driving
<b>November</b>	Maintenance and safety
<b>December</b>	Safety outlook for 2021

## Safety Supplement Rates

\*All advertising rates apply to ARA associate members. Non-ARA members will need to **ADD \$650** to the prices listed on the rates chart. **Rates are GROSS unless otherwise specified.**

Space	Rate*
1 page	\$3,000
1/2 page	\$1,600



# Supplements, Directories and Special Issues

2020 is an exciting year for *Rental Management* as we bring you more of our proven successful special editions.



## The Hot List: New Products at the Show

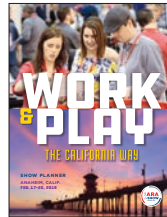
Ad Close: Nov. 22, 2019  
Materials due: Nov. 27, 2019

\*All advertising rates apply to ARA associate members. Non-ARA members will need to **ADD \$650** to the prices listed on the rates chart. **Rates are NET.**

Space	Rate*
1 page	\$3,000
1/2 page island	\$1,000
1/2 page	\$1,600
1/3 page	\$1,000
1/4 page	\$900
Marketplace	\$590

Covers** Non-cancellable	
Inside front cover	\$3,000
Inside back cover	\$3,000
Back cover	\$3,000

\*\*Non-ARA members will not be allowed to book cover positions



## The ARA Show Directory

Ad Close: Dec. 13, 2019  
Materials due: Dec. 18, 2019

**Rates are NET.**

\*\*\*Advertising space open to The ARA Show exhibitors ONLY

Space	Rate***
1 page	\$3,000
1/2 page (all shapes)	\$1,600
1/3 page	\$1,000
1/4 page	\$900
Marketplace	\$590

Covers*** Non-cancellable	
Inside front cover	\$3,000
Inside back cover	\$3,000
Back cover	\$3,000



## July: Products in Review 2020

Ad Close: May 22, 2020  
Materials due: May 29, 2020

\*All advertising rates apply to ARA associate members. Non-ARA members will need to **ADD \$650** to the prices listed on the rates chart. **Rates are NET.**

Space	Rate*
1 page	\$3,000
1/2 page	\$1,600
1/3 page	\$1,000
1/4 page	\$900
Marketplace	\$585

Covers*** Non-cancellable	
Inside front cover	\$3,000
Inside back cover	\$3,000
Back cover	\$3,000



## Rental Hall of Fame 20th Anniversary Supplement

Ad Close: Dec. 27, 2019  
Materials due: Jan. 5, 2020

\*All advertising rates apply to ARA associate members. Non-ARA members will need to **ADD \$650** to the prices listed on the rates chart. **Rates are NET.**

Space	Rate*
1 page	\$3,000
1/2 page	\$1,600
1/3 page	\$1,000
1/4 page	\$900
Marketplace	\$585

Covers*** Non-cancellable	
Inside front cover	\$3,000
Inside back cover	\$3,000
Back cover	\$3,000



## August: Tenting Supplement

Ad Close: June 26, 2020  
Materials due: July 3, 2020

\*All advertising rates apply to ARA associate members. Non-ARA members will need to **ADD \$650** to the prices listed on the rates chart. **Rates are NET.**

Space	Rate*
1 page	\$3,000
1/2 page	\$1,600
1/3 page	\$1,000
1/4 page	\$900
Marketplace	\$585

Covers*** Non-cancellable	
Inside front cover	\$3,000
Inside back cover	\$3,000
Back cover	\$3,000



## October: Generator Supplement

Ad Close: Aug. 28, 2020  
Materials due: Sept. 4, 2020

\*All advertising rates apply to ARA associate members. Non-ARA members will need to **ADD \$650** to the prices listed on the rates chart. **Rates are NET.**

Space	Rate*
1 page	\$3,000
1/2 page	\$1,600
1/3 page	\$1,000
1/4 page	\$900
Marketplace	\$585

Covers*** Non-cancellable	
Inside front cover	\$3,000
Inside back cover	\$3,000
Back cover	\$3,000

# THE ARA SHOW

# The ARA Show Opportunities

The ARA Show 2020 returns to sunny Orlando and the Orange County Convention Center. The show begins with a full day of education on Feb. 9. The trade show follows from Feb. 10-12.

*Rental Management Group has nine opportunities to maximize your show marketing efforts.*

#### **October 2019 - The ARA Show introduction issue**

- Learn about key elements of the upcoming show you can look forward to.

#### **November 2019 - The ARA Show planning issue**

- Market your products/services and Show-Only Specials.

#### **January 2020 - The ARA Show pre-show issue**

- Highlights networking events, educational seminars, exhibitor list and more.

#### **January 2020 - The Hot List: New Products at the Show**

- Showcase your new products or product enhancements you'll display at the show.

#### **February 2020 - The ARA Show at-show issue**

- Final information as attendees get set for the show.

#### **February 2020 - The ARA Show Directory**

- Features exhibitors, product information and show details. Each attendee receives this on site at Registration.

#### **February 2020 - Rental Pulse Daily**

- E-newsletter sent from the show floor with a daily schedule and a recap of the previous day's events.

#### **March 2020 - The ARA Show post-show issue**

- Highlights all aspects in a detailed recap of the show.

#### **April 2020 - The ARA Show "Seen on the show floor" issue**

- Provides extensive coverage of new products of interest seen on the show floor by *Rental Management Group* editors.





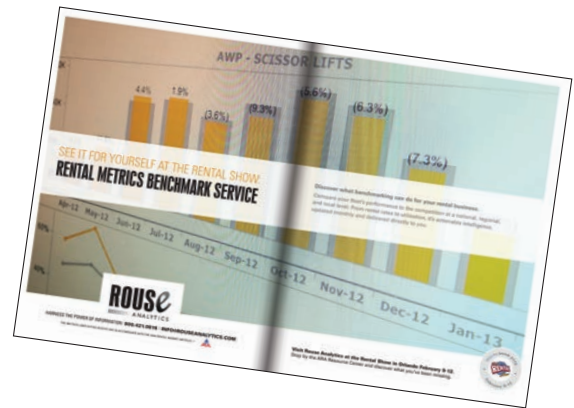
# Special marketing opportunities

## Print

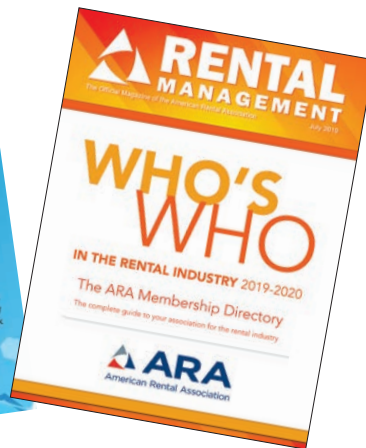
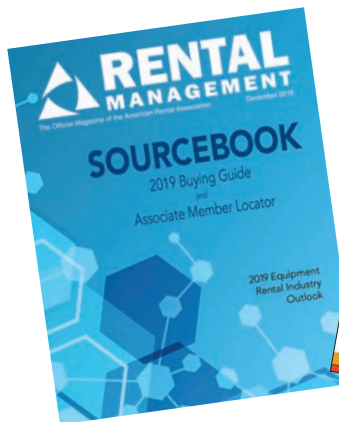


The following opportunities also are available to help you maximize your marketing efforts:

- Two-page spreads
- Inserts
- Bellybands
- Polybags
- Tabs
- Custom-publishing projects



## Directories



- July: *Who's Who in the Rental Industry*
- December: *Sourcebook and Buyer's Guide*
- The ARA Show Directory

## Supplements

The following supplements are planned for 2020:

- Monthly Safety Supplement Insert
- *The Hot List* Annual Product Supplement
- Rental Hall of Fame 20th Anniversary Supplement
- Tent Supplement
- Generator Supplement

# Special marketing opportunities

## Digital Edition

# A better digital advertising experience

Rental Management has invested in its digital platform to enhance the reader experience and create special marketing opportunities for you.



## Opposite front covers

Everyone will see what you have to offer as soon as the reader opens the digital edition with your ad opposite the front cover, available only in digital. Spots also are available opposite the front cover of the safety section and special edition supplements.

## Interstitial advertisement

An interstitial ad is a page that is displayed between the pages of a digital edition. The reader must click on the “continue” button to keep reading the issue or click on the ad for more information.



# Digital advertorial

Our advertising and editorial teams will work with your company to produce a digital-only advertorial, including an interview with your company's top executive, links to your videos about the company and more.



# Get more clicks

Rental Management allows you to swap out the print edition ad for something different in digital for **FREE**. Just supply us with the new ad and we'll make the switch. **Why change your ad?** In digital, you can place a link with a call to action or video allowing readers to click right to the web page or video you want them to see.



Print edition ad



Interactive digital edition ad

# Additional opportunities

Rental Management is constantly striving to find new and innovative ways to help our advertisers reach out to our readers. For more information on upcoming developments, please contact your Rental Management sales representative listed on the back of this media kit.



## Print Media File Submission Details

Rental Management will review all files. If files are not set up properly, your ad may be subject to additional production time and fees. **Questions?** Contact Jennifer Smith at [jennifer.smith@ararental.org](mailto:jennifer.smith@ararental.org) or 800.334.2177, ext. 257.

**Size:** Ad dimensions are identical to sizes listed below in this media kit. *Magazine trim size is 8.25" x 10.875". Live area must fall 1/8" inside of trim size.*

**Resolution:** Graphics and final .pdf are **300 dpi**.

**Lines:** Line weights are set at .25 pt. or above.

**Images:** Images are viewed at 100% to check for grain, pixilation and overall quality. Images must be 300 dpi at actual print size.

**Fonts:** All text is embedded or outlined in the pdf.

**Spelling:** All **spelling, grammar and punctuation is checked.** Rental Management will not be responsible for any spelling or grammatical errors.

**Color:** All images are CMYK. If RGB or lab color artwork is submitted, it will be changed to CMYK, which may render differently. When using large areas of black a rich black is used: 20% cyan, 20% magenta, 20% yellow, 100% black.

**File types: Print file types accepted: .pdf, .tif, .eps and .jpg.**  
Print file types NOT accepted: .dcs, .gif and .png  
*Do not include any unnecessary or unrelated files.*

**File transfer:** Send materials via electronic transfer:  
Email [jennifer.smith@ararental.org](mailto:jennifer.smith@ararental.org) OR

**Upload: <ftp://ftp.ararental.org>**

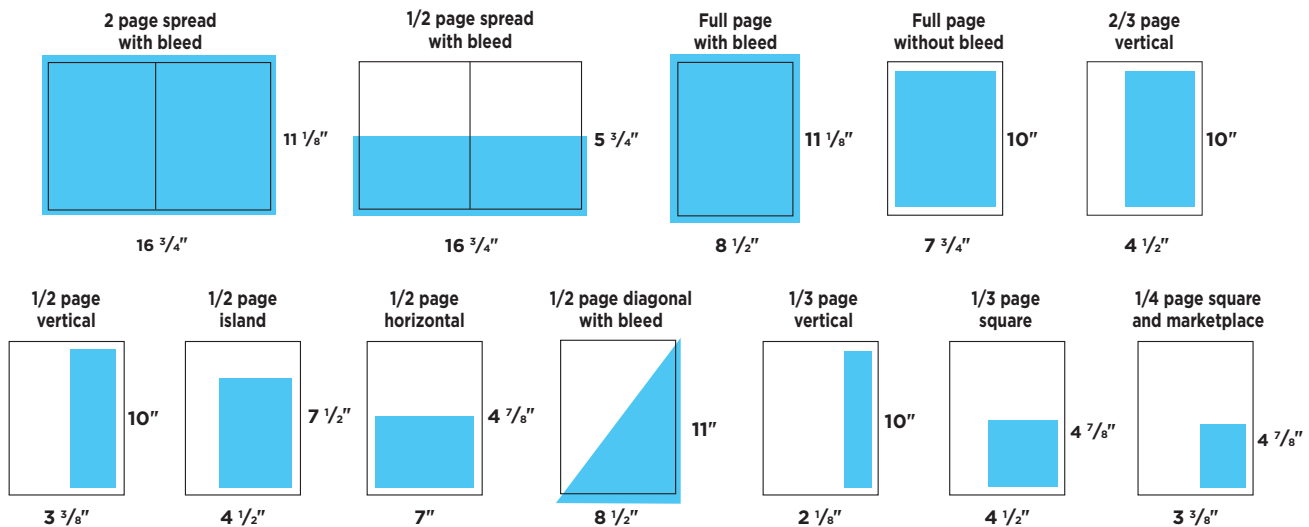
**Username: rmupload**

**Password: rm!ftp**

### File name and pick up information

**New ads** should be labeled with the month and year the ad should appear in *Rental Management*.  
**Pick up ads** should specify the issue of *Rental Management* of the ad you prefer to run.

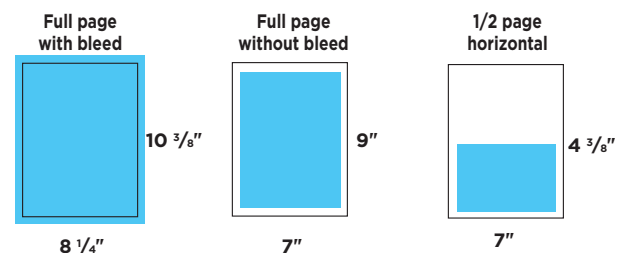
## Rental Management magazine full size issue display ad dimensions and placement



## Rental Management magazine monthly safety section supplement ad dimensions and placement

All print media file submission details apply to the monthly safety supplement EXCEPT the size:

**Safety Supplement Size: Safety section trim size is 7.875" x 10".**  
*Live area must fall 1/8" inside of trim size.*





AND/OR

## RentalManagementMag.com

### Online File Submission Details

Rental Management will review all files. If files are not set up properly, your ad may be subject to additional production time and fees. **Questions?** Contact Jennifer Smith at [jennifer.smith@ararental.org](mailto:jennifer.smith@ararental.org) or 800.334.2177, ext. 257.

**Size:** Banner ad is less than 50KB and measures **728 pixels wide by 90 pixels high**. Logo for microbutton is less than 50KB and measures **67 pixels wide by 67 pixels high**.

**Links:** Notify *Rental Management* of web address and social media links for banner ad and microbutton. Email links to [jennifer.smith@ararental.org](mailto:jennifer.smith@ararental.org).

**Images:** Images (photos) are viewed at 100% to check for grain, smears, pixilation, compression artifacts and overall quality. Images are 72 dpi at actual size.

**Spelling:** All **spelling, grammar and punctuation is checked**. *Rental Management* is not responsible for any spelling or grammatical errors.

**Color:** All images are RGB. If CMYK or lab color artwork is submitted, it will be changed to RGB, which may render differently.

**File types:** **Digital file types accepted: .jpg, .png, .gif or animated .gif**.  
Digital file types NOT accepted: .swf  
Do not include any unnecessary or unrelated files.

**File transfer:** Send materials via electronic transfer.  
Email: [jennifer.smith@ararental.org](mailto:jennifer.smith@ararental.org) OR

**Upload:** <ftp://ftp.ararental.org>

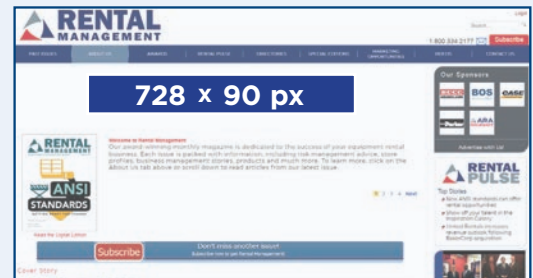
**Username:** rmupload

**Password:** rm!ftp

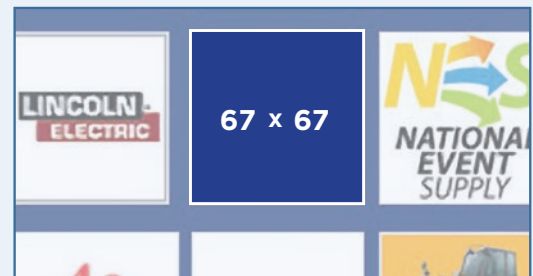
Due to website updates, please contact Jennifer Smith at [jennifer.smith@ararental.org](mailto:jennifer.smith@ararental.org) for online specifications changes.

### Rental Pulse and RentalManagementMag.com ad dimensions and placement

#### Banner ad placement on website



#### Logo microbutton size on website



### Outside Front Cover position

**ALL** full-page and 1/2-page advertisements can be replaced in the digital edition with **additional interactive content** at **NO EXTRA CHARGE!** Please notify Jennifer Smith at [jennifer.smith@ararental.org](mailto:jennifer.smith@ararental.org) of any additional features added to your digital edition advertisement.

Please contact Jennifer Smith for ad specifications on additional *Rental Management Digital* opportunities.

## 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:

**Jennifer Smith**  
800.334.2177, ext. 257  
jennifer.smith@ararental.org

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

**Tracy Johannsen**  
800.334.2177, ext. 270  
tracy.johannsen@ararental.org

**Sheila Boyd**  
800.334.2177, ext. 256  
sheila.boyd@ararental.org

# 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.



1900 19th St., Moline, IL 61265 | 800.334.2177  
RentalManagementMag.com | RentalPulse.com

# Meet the team

## Advertising Representatives

### Dolores Ridout

ridout3@airmail.net  
281.762.9546

States: AR, AZ, CO, ID, KS, LA, MS, MT, NM, NV,  
OK, TX, UT, WY, AUSTRALIA

### Hutson Lambert

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913.461.3721

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## Magazine Staff

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### Advertising and Circulation Manager

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### Director, Publishing/ Managing Editor

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### Special Projects Editor

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### Administrative Coordinator, Communications

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### Assistant Editor

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### Director, Business Development

### International Director

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## Design Staff

### Design Manager

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sheila.boyd@ararental.org

### Designer

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### Production Specialist

Casey Bowden 252  
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## Marketing

### Director, Marketing and Communications

Tracy Johannsen 270  
tracy.johannsen@ararental.org

### Marketing Manager

Steve Campbell 248  
steve.campbell@ararental.org