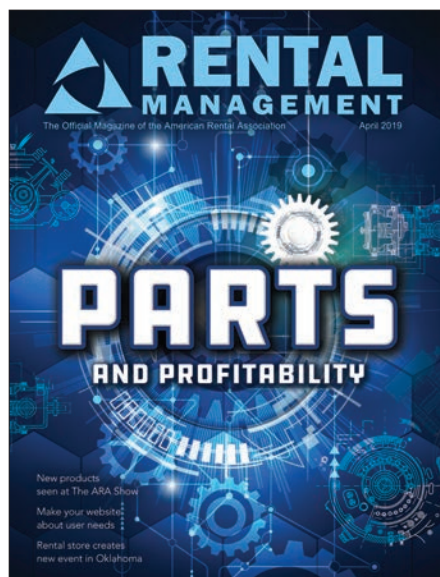


RENTAL MANAGEMENT

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.

	Space	1x	3x	6x	12x
Four-Color	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
Black-and-White and Two-Color	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		
Four-color only and non-cancellable	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**

Four-Color Opposite Front Cover	1 page	\$1,000
--	--------	---------

Please notify Jennifer Smith at jennifer.smith@ararental.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

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

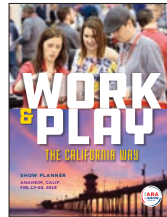
Ad Close: Nov. 22, 2019
Materials due: Nov. 27, 2019

*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: Tent 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