Print media

▲ RENTAL
MANAGEMENT

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 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 $\frac{1}{8}$" 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 OR
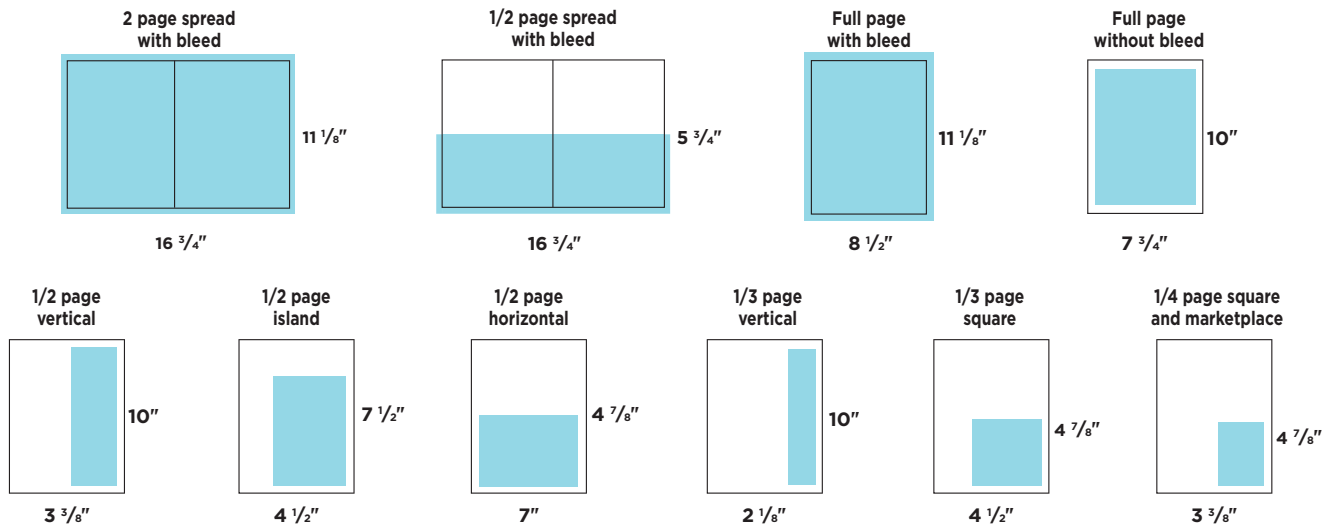**Upload: ftp://ftp.ararental.org**
Username: rmupload
Password: rm!ftp

File name and pick up information

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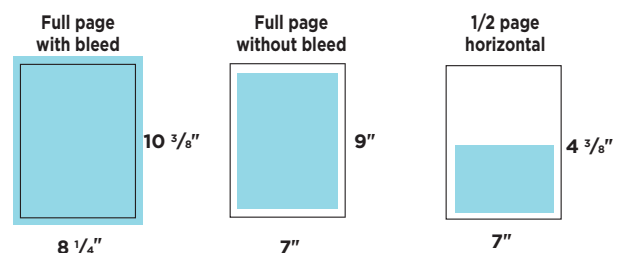**Pick up ads** should specify the issue of *Rental Management* of the ad you prefer to run.

Rental Management magazine full size issue display ad dimensions and placement

2 page spread with bleed — 11 $\frac{1}{8}$" × 16 $\frac{3}{4}$"

1/2 page spread with bleed — 5 $\frac{3}{4}$" × 16 $\frac{3}{4}$"

Full page with bleed — 11 $\frac{1}{8}$" × 8 $\frac{1}{2}$"

Full page without bleed — 10" × 7 $\frac{3}{4}$"

1/2 page vertical — 10" × 3 $\frac{3}{8}$"

1/2 page island — 7 $\frac{1}{2}$" × 4 $\frac{1}{2}$"

1/2 page horizontal — 4 $\frac{7}{8}$" × 7"

1/3 page vertical — 10" × 2 $\frac{1}{8}$"

1/3 page square — 4 $\frac{7}{8}$" × 4 $\frac{1}{2}$"

1/4 page square and marketplace — 4 $\frac{7}{8}$" × 3 $\frac{3}{8}$"

Rental Management magazine monthly safety issue ad dimensions and placement

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

Safety Issue Size: *Safety issue trim size is 7.875" x 10".* *Live area must fall $\frac{1}{8}$" inside of trim size.*

Full page with bleed — 10 $\frac{3}{8}$" × 8 $\frac{1}{4}$"

Full page without bleed — 9" × 7"

1/2 page horizontal — 4 $\frac{3}{8}$" × 7"

RENTAL PULSE

AND/OR

RentalManagementMag.com

Rental Management will review all files. If files are not set up properly, your ad may be subject to additional production time and fees.

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.

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 OR **Upload: ftp://ftp.ararental.org Username: rmupload Password: rm!ftp**

Questions about file transfer, online specifications, digital edition options or website updates? Contact Jennifer Smith at jennifer.smith@ararental.org or 800.334.2177, ext. 257.

Rental Pulse and RentalManagementMag.com ad dimensions and placement

Banner ad placement on website

728 × 90 px

Logo microbutton size on website

67 × 67

Digital Edition Outside Front Cover dimensions 8¼" x 10⅞"

RENTAL MANAGEMENT DIGITAL

Digital options

ALL full-page and ½-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 of any additional features added to your digital edition advertisement.

ARA and The ARA Show Logo Usage

ARA associate member and The ARA Show logos are available in color, black and white for use in your marketing and advertising efforts. Please refer to the brand standards located on this page to ensure you use these logos correctly.

The associate member logo demonstrates your support and membership in an industry-leading organization, which can strengthen credibility with customers and prospects.

The ARA Show logo shows your participation in the world's largest trade show for the equipment and event rental industry. The show logo is made up of a combination of text and graphic elements that should be used together as shown in the examples below. The preferred way to represent the show is with the freestanding color logo on a white background. When the logo is placed on a background other than white, the logo must be placed within a white circle as found in the .eps version of the logo. **Download logos at ARArental.org/Learn/Marketing-Advertising**

CORRECT

Color

ARA and The ARA Show logos may be used on a white or light gray 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 ARA Show logo must include the white circle surrounding the logo when using it on a colored or photo background.

Black or 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.

Adding The ARA Show
booth numbers to advertisements

Adding The ARA Show booth number near ARA logos helps attendees find your booth and is acceptable per the standards below:

CORRECT

The ARA Show exhibitors may add their booth number near ARA logos. Any font and color used for the booth number is acceptable.
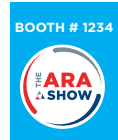
INCORRECT

Do not incorporate the booth number visually as part of the logo.

The booth number should not overlap or become part of ARA logos.

ARArental.org/Learn/ Marketing-Advertising

Click on Manufacturer & Supplier Logo Pack

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
jennifer.smith@ararental.org

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

Debby Schaller
debby.schaller@ararental.org

Sheila Boyd
sheila.boyd@ararental.org

Terms, Service & Support

Note: These apply to all *Rental Management* 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.

Cancelation 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.