



RENTAL MANAGEMENT

The Official Magazine of the American Rental Association

Media Kit 2021

Welcome

We are pleased to deliver the 2021 *Rental Management* media kit.

As we begin to put the crazy year of 2020 in our rear-view mirror, now is the time to look ahead. While business remains uncertain for the moment, the equipment and event rental industry is moving forward. Total rental revenue in 2020 will be down and many rental companies did delay replacing older equipment and expanding inventory this past year, but the industry will be ready to help during the recovery. When demand grows, so will the need to buy more equipment.

Throughout the coronavirus (COVID-19) pandemic, *Rental Management* quickly shifted its editorial focus to provide readers with up-to-date information to help them understand what was going on, and how to survive and thrive in an unprecedented downturn. Now, we are ready to help with recovery as a trusted resource those in the equipment and event rental industry can turn to.

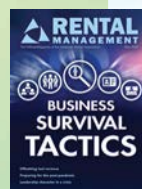
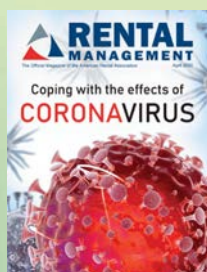
We invite you to be a part of our efforts by advertising in our portfolio of media products in print, digital and online. As companies begin to shop for equipment, you want to be top of mind and *Rental Management* offers you an unmatched opportunity to reach an engaged targeted audience.

The reader profiles of those participating in our latest research show that 81 percent of those surveyed have taken an action as a result of advertisements and/or articles in *Rental Management*. In fact, 33 percent said they bought products or services advertised and 89 percent agreed with the statement that the advertising in *Rental Management* educates and is an important part of the publication.

Rental Management also is more than just an award-winning monthly print magazine. Our menu of options continues to evolve with digital interstitial ads, digital advertorials, online sponsored content opportunities and more. We are developing additional 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 businesses.

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 our products as well as 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

87%

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



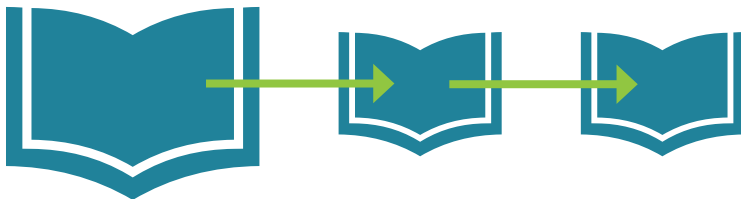
87%

of subscribers are in a leadership position of manager or higher at their company.⁺

79%

of subscribers

pass along their copy of *Rental Management* to another employee to read.⁺



An issue of *Rental Management* is passed along to an average of **2 additional readers** by the subscriber.⁺

64% of The ARA Show™ attendees say they use *Rental Management* and Rental Pulse to plan for the show.^{**}

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

** The ARA Show 2020 Attendee Survey

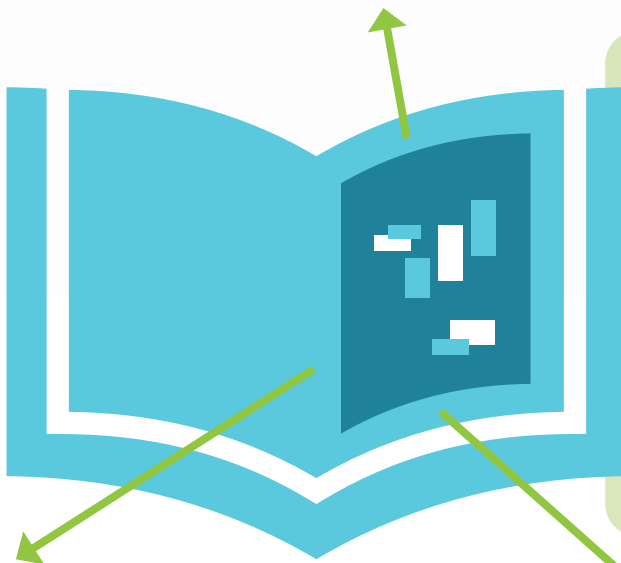
+ Signet AdLift, May 2020

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.*

81% of subscribers say they took action on an
ad in *Rental Management*.⁺



Company awareness increased
an average of **26%** when their
ad is seen in *Rental Management*.⁺

Likelihood to purchase a
product increased an average
of **21%** when the ad is seen in
Rental Management.⁺

89%

of subscribers say the advertising in *Rental Management* educates and is an important
part of the publication.⁺

69%

of subscribers say companies
that advertise in *Rental Management* build trust and are
seen as a reliable source.⁺

* Publisher's Own Data

+ Signet AdLift, May 2020

Position your company to be part of the rental industry's economic recovery

As the world recovers from the COVID-19 pandemic, the equipment and event rental industry tends to recover quicker from economic downturns than many other industries as proven after the downturn of 2008 and 2020 as seen in the chart below.



Chart source: ARA Rentalytics

Rental Management offers more coverage of industry topics than any other rental industry publication*

- More pages devoted to products in Construction, General Tool, and Party and Event rental than any other industry publication*
- Safety and Risk Management tips and resources in a monthly Safety Issue
- 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

* Publisher's Own Data

Rental Management gives complete coverage to the equipment and event rental industry

According to ARA Rentalytics™, annual revenue for the equipment and event rental industry will have a strong rebound in the coming years after the COVID-19 pandemic. By 2023, annual rental revenue is expected to reach:

\$57.6 billion in the U.S.

\$5.6 billion in Canada

Investment in rental equipment in the U.S. is expected to reach

\$14.6 billion by 2023.**

**ARA Rentalytics

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 **19,507 subscribers**++
- Canadian circulation is **1,778 subscribers**++
- Nearly 1,800 total pages in monthly issues and supplements in 2019*
- Averages more than 120 pages per issue since 2014*



Magazine – Digital Edition

- More than 54,000 issue views in past year[#]
- Issues views increased for the seventh straight year in 2019*
- Digital edition was accessed in **100 countries** in the past year[#]
- Advertisements received more than **576,000 impressions** in past year[#]
- More than **1 million pages viewed** in the past year[#]

* Publisher's Own Data

++ BPA, June 2020

Thermostats (BlueToad)



Weekly E-newsletter

- More than **23,500 subscribers***
- More than 21% open rate in the past year*

News Website

- Accessed by an average of **nearly 11,000 users per month** viewing nearly **20,500 pages per month****
- Viewed in 165 countries in the past year##



RENTALMANAGEMENTMAG.COM

Magazine Website

- Delivers an average of **more than 16,100 page views per month** from more than **10,200 users.****
- Accessed in **189 countries** in the past year##

* Publisher's Own Data
 ## Google Analytics
 ++ BPA, June 2020



Visit RentalManagementMag.com to find digital edition archives and video archives.

Rental Management Editorial Calendar 2021



January

Construction: Job-site, warehouse and rental yard equipment including forklifts, utility vehicles, trailers, engines, computer hardware and software, fleet management, anti-theft devices, personal protective equipment.
General Tool: Disaster relief equipment including skid steers, chippers, stump grinders, log splitters, portable generators, chain saws, pumps, fans, restoration equipment, drain-cleaning equipment, pressure washers.
Party and Special Event: Products for personal and family life events including birthdays, weddings, graduations, anniversaries, retirements, religious celebrations, grand openings.
SPECIAL REPORT: Cleaning and sanitizing equipment and facilities to protect employees and customers
SAFETY ISSUE: Claims frequency and severity

Ad close: Nov. 20, 2020

Materials due: Nov. 25, 2020

Mails: Jan. 6, 2021

February

Construction: Power generation, power distribution, light towers, air compressors, demolition and renovation tools.
General Tool: Concrete equipment including rammers, compactors, screeds, trowels, concrete saws, vacuums, silica dust control equipment, concrete forms.
Party and Special Event: Tents, tent tops, liners, sidewalls, power generation, portable sinks, portable restrooms, stake pullers, ballast, climate control equipment, fans, heaters.
SPECIAL REPORT: Portable sinks and restrooms
SAFETY ISSUE: Trailer safety

Ad close: Dec. 28, 2020

Materials due: Jan. 6, 2021

Mails: Feb. 3, 2021

February new product showcase

A special issue dedicated to highlighting new products introduced to the equipment and event rental industry by manufacturers and suppliers in 2020 or to be introduced in 2021.

Ad close: Dec. 28, 2020

Materials due: Jan. 6, 2021

Mails: Feb. 3, 2021

March technology issue

Technology: Computer hardware and software, fleet management, anti-theft devices, RFID, Bluetooth, GPS, telematics, computer-assisted design, cybersecurity.
SPECIAL REPORT: Telematics
SAFETY ISSUE: Distracted driving

Ad close: Jan. 27, 2021

Materials due: Jan. 29, 2021

Mails: March 2, 2021

April

Construction: Mobile elevating work platforms, access, telehandlers, forklifts, scissor lifts, manlifts and other lifting equipment, scaffolding, ladders, cranes.
General Tool: Compact equipment including mini skid steers, mini excavators, attachments, power buggies, dumpers, snow removal equipment, heaters, salt dispensers, storage containers.
Party and Special Event: All party and event products
SPECIAL REPORT: Utility vehicles
SAFETY ISSUE: Tenting issue

Ad close: Feb. 26, 2021

Materials due: March 3, 2021

Mails: March 31, 2021

May Signet Research Study

Construction: Road construction equipment including rollers, compaction, paving, surveying equipment, traffic control systems, barriers, lighting, generators, compressors.
General Tool: Underground and trenching equipment, augers, earth-boring machines, drilling equipment, post hole diggers.
Party and Special Event: Festival equipment including tents, tent accessories, stakes, ballast, sidewalls, generators, air conditioning, fans, misters.
SPECIAL REPORT: Light towers
SAFETY ISSUE: Hot weather topics

Ad close: March 31, 2021

Materials due: April 2, 2021

Mails: May 4, 2021

June show planning issue

The ARA Show 2021 exhibitor products
Construction: Earthmoving equipment, loaders, excavators, backhoes, skid steers, attachments, dump trucks, fleet management tools, mobile apps, drones, technology equipment, software.
General Tool: Fall cleanup equipment including lawn, garden and landscaping equipment.
Party and Special Event: Corporate and fundraising equipment including lighting, staging, flooring, carpeting, podiums, seating, furniture, vending equipment, crowd control, sound barriers, novelties, games, A/V, karaoke, sound systems.
SPECIAL REPORT: Lifting assistance equipment
SAFETY ISSUE: First aid, injuries and emergency care

Ad close: April 28, 2021

Materials due: April 30, 2021

Mails: June 1, 2021

July Products in Review 2021

This issue highlights products from companies that had items featured in *Rental Management* between Aug. 1, 2020, to June 1, 2021, targeting construction, general tool, party and special event, and software and services segments.

SAFETY ISSUE: Building safety

Ad close: May 24, 2021

Materials due: May 26, 2021

Mails: June 29, 2021

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 24, 2021

Materials due: May 26, 2021

Mails: July 6, 2021

August

Construction: All construction equipment.

General Tool: Dust control equipment, vacuum and vacuum systems, floor care equipment, small engines, lubricants, fuel additives, hand tools, small power tools, moving equipment, hand trucks, stair climbers, pallet movers, furniture and appliance dollies.

Party and Special Event: Tabletop items, such as servingware, glassware, flatware, dishes, centerpieces; outdoor event equipment, such as grills, kitchen, cooking and concession items, canopies, utility vehicles.

SPECIAL REPORT: Tents

SAFETY ISSUE: Disaster preparedness and weather events

Ad close: June 28, 2021

Materials due: June 30, 2021

Mails: Aug. 3, 2021

September pre-show issue

The ARA Show exhibitor products featuring what exhibitors plan to display at The ARA Show 2021 in Las Vegas.

SAFETY ISSUE: Substance abuse

Ad close: July 28, 2021

Materials due: July 30, 2021

Mails: Aug. 31, 2021

September The Hot List 2021: New Products at the Show

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

Ad close: July 28, 2021

Materials due: July 30, 2021

Mails: Aug. 31, 2021

October at-show issue

The ARA Show exhibitor products featuring what exhibitors plan to display at The ARA Show 2021 in Las Vegas.

BONUS DISTRIBUTION AT THE ARA SHOW

SPECIAL REPORT: Advances in software

SAFETY ISSUE: Fire safety

Ad close: Aug. 30, 2021

Materials due: Sept. 1, 2021

Mails: Sept. 28, 2021

October The ARA Show Directory

The directory is essential for attendees planning their time at the show. It features all exhibitors, along with booth numbers and product information and will be sent to all subscribers with the October issue of *Rental Management*.

Ad Close: Aug. 13, 2021

Materials Due: Aug. 18, 2021

Mailed: Sept. 28, 2021

October The ARA Show Daily

The ARA Show Daily, produced by the *Rental Management* team, includes show-related news and features and will be distributed on Sunday, Oct. 17; Monday, Oct. 18; and Tuesday, Oct. 19.

Ad Close: Aug. 13, 2021

Materials Due: Aug. 18, 2021

Distributed at The ARA Show

November post-show issue

The ARA Show news coverage.

Construction: Trailers, carriers, trucks, pickups conveyors, fuel tanks.

General Tool: Lawn, garden and landscaping equipment.

Party and Special Event: Tables, chairs, lounge and lighted furniture, linens, disposables, tabletop items.

SPECIAL REPORT: Today's options for powering equipment

SAFETY ISSUE: Cold weather safety

Ad close: Sept. 29, 2021

Materials due: Oct. 1, 2021

Mails: Nov. 9, 2021

December buying guide

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.

SPECIAL REPORT: Industry outlook for 2022

SAFETY ISSUE: Theft prevention

Ad close: Oct. 27, 2021

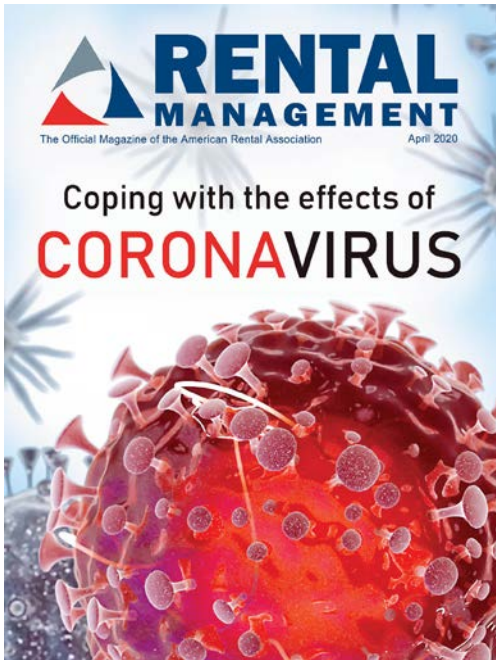
Materials due: Oct. 29, 2021

Mails: Dec. 3, 2021



RENTAL MANAGEMENT

Advertising Rates



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 GROSS**
- Minimum of three insertion orders required per year
- \$825/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.

Regular **Print** Editions



Rental Management magazine display ad rates

All rates effective with the January 2021 edition.

	Space	1x	3x	6x	12x
Four-Color	1 page	\$5,350	\$5,125	\$4,985	\$4,860
	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
	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-cancelable

Inside front cover	\$5,380
Inside back cover	\$5,160
Back cover	\$5,380

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

Non-ARA members will need to ADD \$750 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.



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 and Special Editions throughout the year.

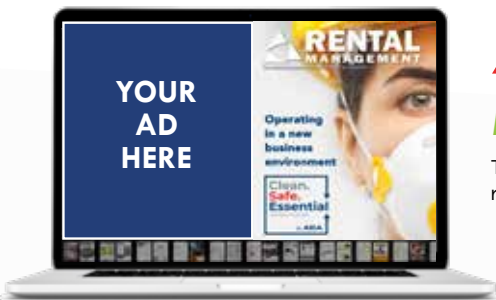


RENTALMANAGEMENTMAG.COM

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	\$1,250
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Please notify Jennifer Smith at jennifer.smith@ararental.org or 800.334.2177, ext. 257, of any add-ons to your digital edition ad.

New digital opportunities!

Rental Management is launching new advertising programs to help you reach our targeted audience with your messages.

NEW!! SPONSORED EBLAST

Rental Management will send your message directly and exclusively to Rental Pulse subscribers. A maximum of two sponsored eblasts will be available per month and they are first come, first served, to those companies that advertise a minimum of six times a year. Advertisers are limited to two sponsored eblasts per year and can choose from segmented lists of subscribers or the full subscriber list. **NET Rate:** Starts at \$2,500 per eblast.

NEW!! SPONSORED CONTENT

Reach our audience with your message. Provide subscribers with something in your message, such as a downloadable white paper, video or training support so you can capture email addresses of those interested in your products.

Rental Pulse: Your sponsored content will appear in the weekly edition of Rental Pulse delivered to the email inbox of subscribers on Sunday morning as well as have a static position on the Rental Pulse web page for one week.

NET Rate: \$1,000 per week. Limited availability to one per week. First come, first served, to those companies that advertise a minimum of six times a year.

RentalManagementMag.com: Your sponsored content will appear in a static position on the *Rental Management* home page for one month. **NET Rate:** \$550 per month.

These are available now and are in addition to the current Rental Pulse and RentalManagementMag.com banner and sponsor logo packages. *Rental Management* reserves the right to review and must approve any sponsored content before distribution. **Contact your Rental Management advertising representative for more information on these opportunities.**



Staying Safe

Rental Management offers the first monthly special issue dedicated to safety and risk management in the equipment and event rental industry. Subscribers receive the Safety Issue with their regular monthly issue.

Each issue has its own cover story, statistics, a safety checklist, the “Risky Business” column featuring true claims stories, safety tips, an infographic and more.

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

Show that safety is a priority for your company by advertising in the Safety Issue. Limited advertising spots are available.

Safety Issue Rates

*All advertising rates apply to ARA associate members. Non-ARA members will need to ADD \$750 to the prices listed on the rates chart. Rates are GROSS unless otherwise specified.

Space	Rate*
1 page	\$3,565
1/2 page	\$1,885

2021 Safety Issue Editorial Calendar

January	Claims Frequency and Severity
February	Trailer Safety
March	Distracted Driving
April	Tenting Issue
May	Hot Weather Topics
June	First Aid/Injuries and Emergency Care
July	Building Safety
August	Disaster Preparedness/Weather Events
September	Substance Abuse
October	Fire Safety
November	Cold Weather Topic
December	Theft



The ARA Show

The ARA Show 2021 is now scheduled to return to Las Vegas for the first time since 2013. The show begins with a full day of education on Oct. 17. The trade show follows from Oct. 18-20.

Rental Management has a variety of options and opportunities to maximize your show marketing efforts.

June 2021

The ARA Show planning issue

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

August 2021

- Highlight networking events and educational seminars.

September 2021

The ARA Show pre-show issue

- Includes the exhibitor list and more.

September 2021

The Hot List:

New Products at the Show

- Showcase your new products or product enhancements that you will display at the show.

October 2021

The ARA Show at-show issue

- Final information as attendees get set for the show.

October 2021

The ARA Show Directory

- Features exhibitors, product information and show details. Sent to subscribers with the October issue with bonus distribution at the show.

October 2021

Rental Pulse Daily

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



October 2021

The ARA Show Daily

- Tabloid print publications covering show news and events.

November 2021

The ARA Show post-show issue

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

Ask your *Rental Management* advertising sales representative about availabilities for sponsored eblasts, sponsored content, video, digital advertorial and other new opportunities available.

Supplements, directories and special issues rates

The Hot List: New Products at the Show

Ad Close: July 28, 2021

Materials due: July 30, 2021



All advertising rates apply to ARA associate members. Non-ARA members will need to **ADD \$750** to the prices listed on the rates chart.

The ARA Show Directory

Ad Close: Aug. 13, 2021

Materials due: Aug. 18, 2021



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

July: Products in Review 2021

Ad Close: May 21, 2021

Materials due: May 26, 2021



All advertising rates apply to ARA associate members. Non-ARA members will need to **ADD \$750** to the prices listed on the rates chart.

Rates are GROSS.

Space	Rate*
1 page	\$3,565
1/2 page island	\$2,350
1/2 page	\$1,885
1/4 page	\$1,175
Marketplace	\$695

Covers

Non-cancelable

Inside front cover	\$3,565
Inside back cover	\$3,565
Back cover	\$3,565

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



Digital



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 issue and special issue 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.

Specifications

Print media



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 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

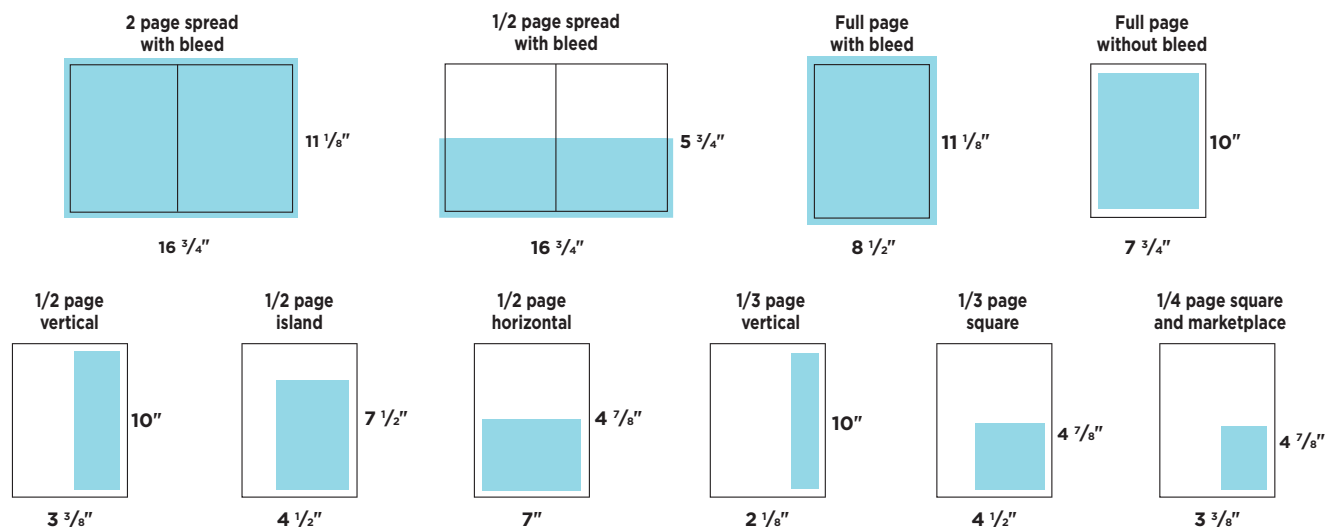
Password: rm!ftp

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

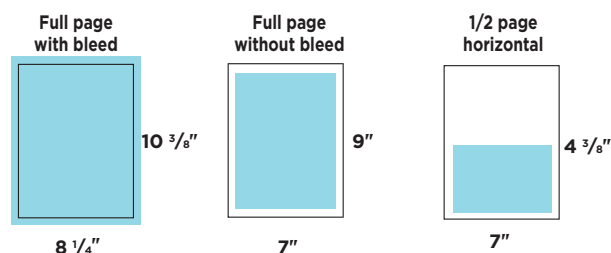


Rental Management magazine monthly safety issue ad dimensions and placement

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 1/8" inside of trim size.



Online media

Specifications



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>

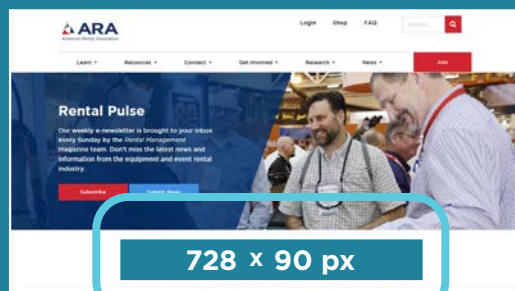
Username: rmupload

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



Logo microbutton size on website



Digital options

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 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](https://www.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.



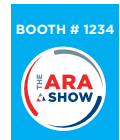
Do not allow the logo to bleed off the edge of the page. Always maintain the minimum safe area.

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.



[ARArrental.org/Learn/
Marketing-Advertising](https://www.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.

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

Rental Management 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

hlambert@airmail.net
228.452.9683

fax 866.419.9580

States: AK, AL, CA, FL, GA, HI,
KY, NC, Southern OH, OR, SC, TN, VA, WA
CANADA: AB, BC, MB, NT, NU, SK, YT

Mike Stack

michaeldstack@aol.com
847.367.7120

fax 847.276.3421

States: CT, DC, DE, IL, IN, MA, MD, ME, MI, MN, NH,
NJ, NY, Northern and Central OH, PA, RI, VT, WI, WV
CANADA: NB, NL, NS, PE, QC

Wendy MacDonald

rmg@plan4growth.com
913.461.3721

States: IA, MO, NE, ND, SD
CANADA: ON

Magazine Staff

VP, Publishing/ Editor-in-Chief

Wayne Walley 253
wayne.walley@ararental.org

Director, Sales and International Relations

Norman Hannah 202
norm.hannah@ararental.org

Director, Publishing/ Managing Editor

Erin Jorgensen 251
erin.jorgensen@ararental.org

News and Business Editor

Ashleigh Petersen 237
ashleigh.petersen@ararental.org

Products and Features Editor

Stephen Elliott 283
steve.elliott@ararental.org

Special Projects Editor

Connie Lannan 228
connie.lannan@ararental.org

Multimedia Editor

Steve Campbell 248
steve.campbell@ararental.org

Regional News Editor

Brock Huffstutler 262
brock.huffstutler@ararental.org

Advertising and Circulation Manager

Jennifer Smith 257
jennifer.smith@ararental.org

Administrative Coordinator, Communications

Kaye Stockstill 243
kaye.stockstill@ararental.org

Design Staff

Design Manager

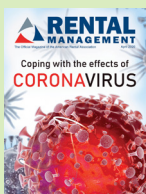
Sheila Boyd 256
sheila.boyd@ararental.org

Designer

Ken Kliven 278
ken.kliven@ararental.org

Production Specialist

Casey Bowden 252
casey.bowden@ararental.org



Rental Management has received more than 100 awards for editorial and design excellence over the last 15 years including a prestigious Folio: Eddie Award in 2020.

2020 FOLIO:
**EDDIE
AND
OZZIE**
AWARDS