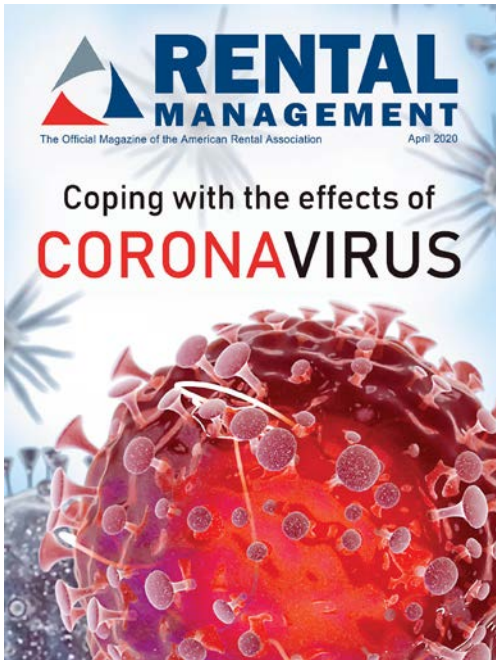




RENTAL MANAGEMENT

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

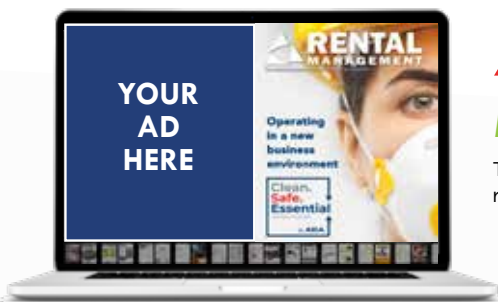
In addition to the weekly edition distributed on Sundays, Rental Pulse publishes Breaking News and Special Editions throughout the year.

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.

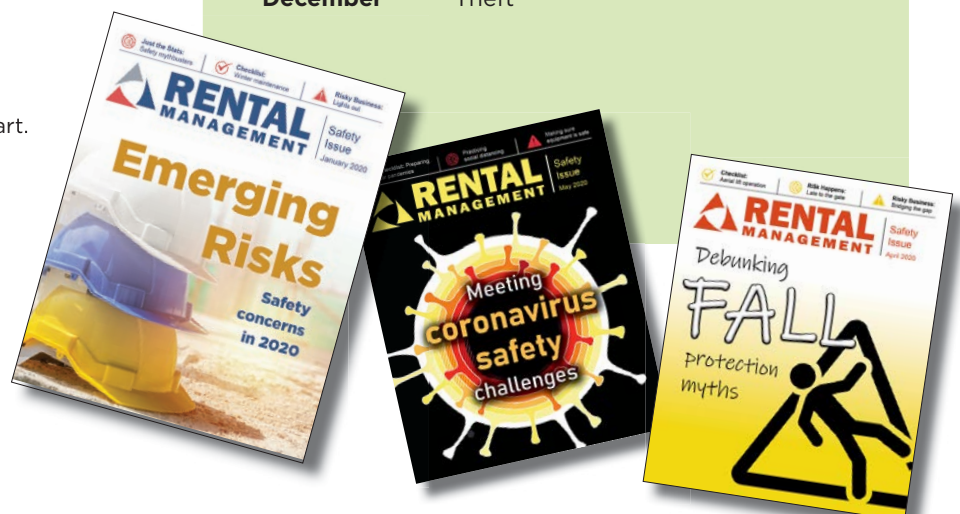
Safety Issue Rates

*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