



**Send files to:**  
**Jennifer Smith**  
**jennifer.smith@**  
**ararental.org**

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 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.

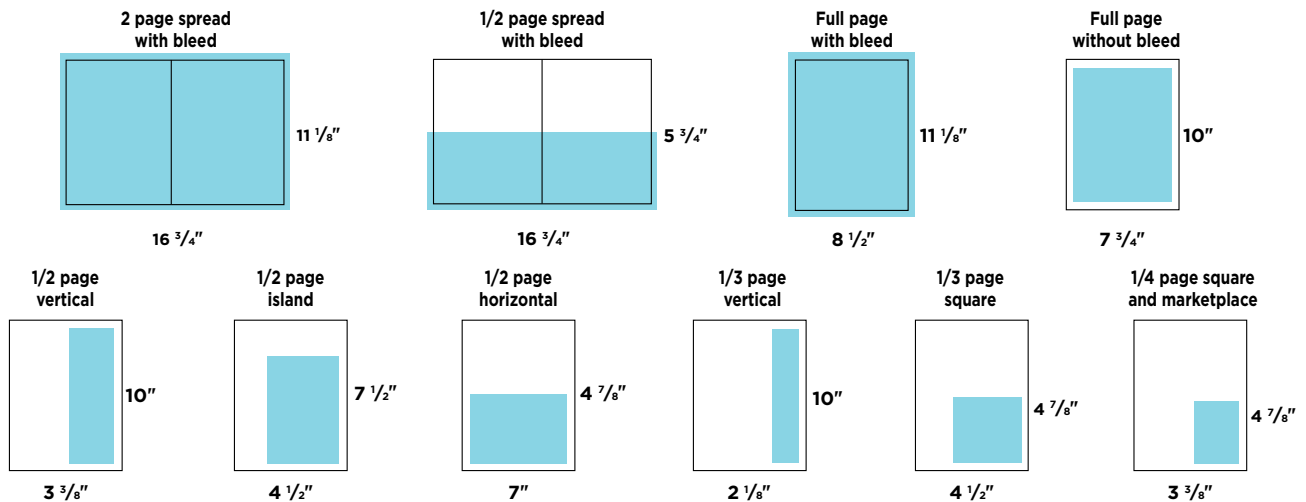
**File types: Print file types accepted: .pdf, .tif, .eps and .jpg.** Print file types NOT accepted: .dcs, .gif and .png. *Do not include any unnecessary or unrelated files.*

**File transfer:** Send materials via electronic transfer: Email jennifer.smith@ararental.org

**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.

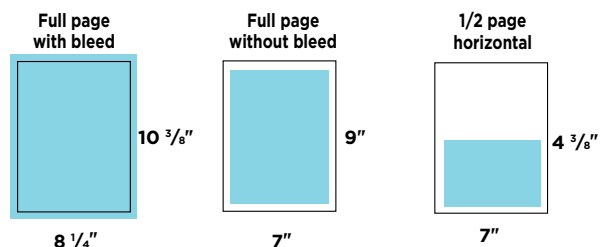
**Rental Management magazine full size issue display ad dimensions and placement**



**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.



# Specifications Digital



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](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)

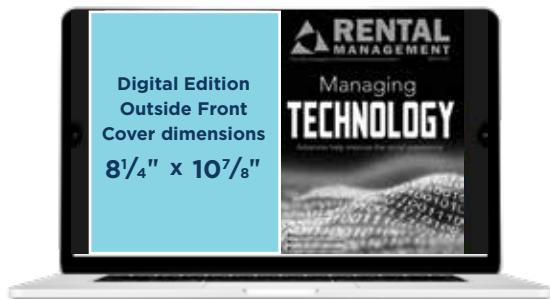
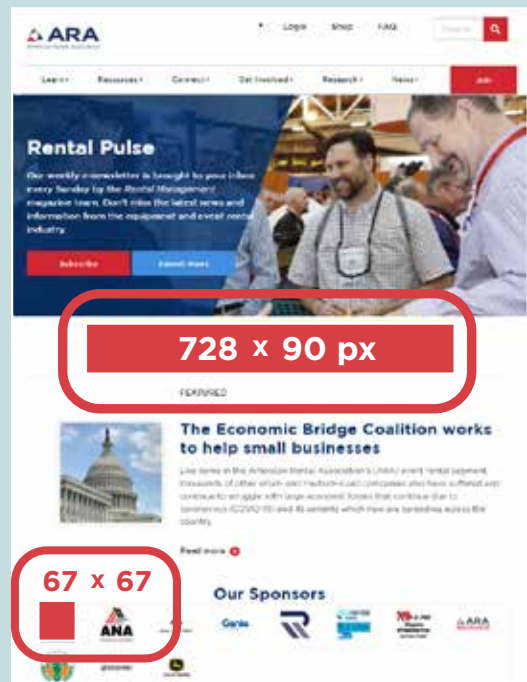
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### Rental Pulse and RentalManagementMag.com banner and microbutton dimensions



## 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](mailto:jennifer.smith@ararental.org) of any additional features added to your digital edition advertisement.