



RENTAL MANAGEMENT

The Official Magazine of the American Rental Association

Media Kit 2022



Welcome

We are pleased to deliver the 2022 *Rental Management* media kit.

As business continues to ramp up heading into 2022, now is the time to look at how you can best position your company to take advantage of the recovery. According to the American Rental Association (ARA), total rental revenue in 2021 is forecast to increase and, by the end of 2022, exceed the peak levels reached in 2019. As the demand for renting equipment grows, so will the need for equipment and event rental companies to buy additional fleet and inventory.

This is why *Rental Management* continues to evolve its editorial focus, shifting from business survival tactics during the pandemic to offering articles, tips and advice related to ways to grow equipment and event rental revenue in today's marketplace, which includes the need to find employees and upgrade rental fleet.

We invite you to be a part of our efforts by advertising in our portfolio of media products in print, digital and online. Order backlogs are leading equipment buyers to plan purchases earlier and to look for vendors that can meet their needs. In that respect, *Rental Management* offers you an unmatched opportunity to reach this engaged and 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, 30 percent said they bought products or services advertised.

Let that sink in. Of our readers surveyed, 30 percent BOUGHT products or services advertised.

Also, 91 percent agreed with the statement, "Advertising in *Rental Management* educates and is an important part of the publication."

Rental Management also is more than an award-winning monthly print magazine. Our menu of options continues to evolve and expand with digital interstitial ads, digital advertorials, online opportunities and more. We continue to develop and launch 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 ARA and the equipment and event rental industry, ALL of our advertising revenue is invested in our products as well as valuable ARA research and programs that benefit you and our readers, not publishing executives and stockholders. 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

91%

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



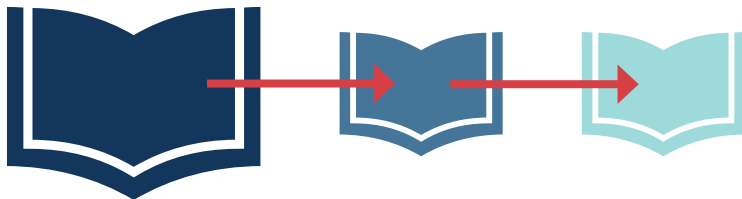
93%

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

82%

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 more 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., 11 provinces and territories in Canada, and nearly 40 countries and territories outside of the U.S. and Canada.*



* Publisher's Own Data

** The ARA Show 2020 Attendee Survey

+ Signet AdLift, May 2021



WHY

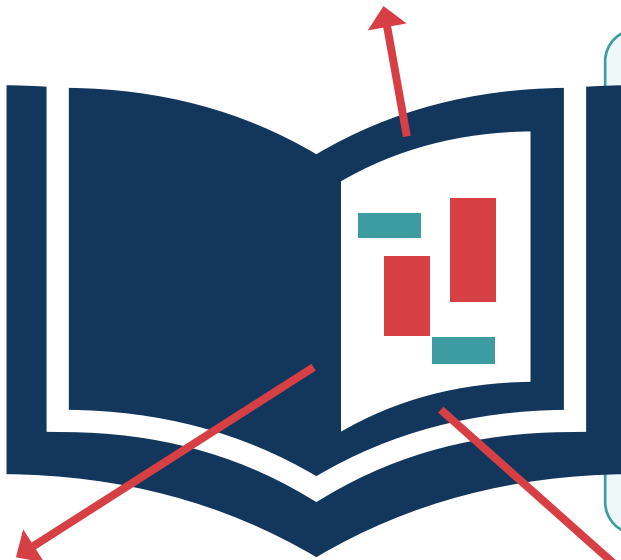
should you advertise
in *Rental Management*?

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 **21%** when their
ad is seen in *Rental Management*.⁺

Likelihood to purchase a
product increased an average
of **18%** when the ad is seen in
Rental Management.⁺

91%

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

75%

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 2021

96%

of subscribers say
Rental Management
is a **useful source**
of information
about new products
and services.⁺

⁺ Signet AdLift, May 2021



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

- More pages devoted to products in equipment and event rental than any other industry publication*
- Safety and Risk Management tips and resources in the monthly Safety Issue
- Tips on best business practices
- Economic and industry data from ARA Rentalytics
- Human Resources and Legal advice on rental-specific topics
- 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* provides complete coverage of the equipment and event rental industry's economic recovery**

Following the economic downturn that began at the start of the COVID-19 pandemic, the equipment and event rental industry continues to recover quickly. According to ARA Rentalytics™, equipment rental revenue levels are primed to reach pre-pandemic peaks from 2019 by the end of 2022, and by 2024, annual equipment rental revenue is expected to reach:

\$55.8 billion **in the U.S.**

\$4.8 billion **in Canada**

Investment in rental equipment in the U.S. is forecast to increase by

40% **in 2022 to surpass \$10 billion.****

**ARA Rentalytics

Our stats



Magazine – Print Edition

- Offers **12 monthly issues** of the print magazine
- Covers all the equipment and event segments of the industry*
- Circulates to **17,182 subscribers**++



Magazine — Digital Edition

- More than **63,000 issue views** in past year#
- The link to each new digital edition is sent to more than **40,000 equipment and event industry professionals***
- Digital edition was accessed in **116 countries** in the past year#
- Advertisements received more than **385,000 impressions** in past year#
- More than **875,000 pages viewed** in the past year#



* Publisher's Own Data
++ BPA, June 2021
Thermostats (BlueToad)



Weekly E-newsletter

- Delivered to nearly **24,000 subscribers***
- Subscribers also receive the new Rental Pulse Monthly Beat with the month's top stories

News Website

- Accessed by an average of nearly **7,500 users per month** viewing more than 14,200 pages per month**
- Viewed in **110 countries** in the past year##
- Average session duration has increased **27 percent** since Nov. 2019**



RENTALMANAGEMENTMAG.COM

Magazine Website

- Newly reimagined in August 2021
- Average session duration has increased **more than 100 percent** since Nov. 2019**
- Accessed in **98 countries** in the past year##

* Publishers Own Data
** BPA, June 2021
Google Analytics



Visit the **NEW**
RentalManagementMag.com
for the month's top stories,
digital edition archives, videos,
classifieds and more.



RENTAL MANAGEMENT

2022 Editorial Calendar

January

Equipment: Job site, warehouse and rental yard equipment including forklifts, aerial lifts, utility vehicles, trailers, engines, portable offices, portable restrooms. Also, concrete equipment including rammers, compactors, screeds, trowels, concrete saws, vacuums, silica dust control equipment, concrete forms.

Event: Products for personal and family life events including birthdays, weddings, graduations, anniversaries, retirements, religious celebrations, grand openings.

SAFETY ISSUE: Claims frequency and severity

Ad Close: Nov. 19, 2021

Materials Due: Nov. 23, 2021

Mailed: Jan. 4, 2022

January new product showcase

Includes "Seen on the show floor" coverage from The ARA Show 2021 plus other submissions from manufacturers and suppliers related to products to be introduced in 2022.

Ad Close: Nov. 19, 2021

Materials Due: Nov. 23, 2021

Mailed: Jan. 4, 2022

February ARA Rental Innovation Conference & Exhibits pre-event issue

Equipment: Trucks including semis, pickups, box, moving, dump, utility, water and more. Also, small engines, lubricants, fuel additives, hand tools, small power tools, moving equipment, hand trucks, stair climbers, pallet movers, furniture and appliance dollies.

Event: Novelties, games, props, concession equipment.

SAFETY ISSUE: Active shooter/assailant

Ad Close: Dec. 29, 2021

Materials Due: Jan. 5, 2022

Mailed: Feb. 1, 2022

March ARA Rental Innovation Conference & Exhibits at-event issue

Technology: Computer hardware and software, fleet management, anti-theft devices, RFID, Bluetooth, GPS, telematics, computer-assisted design, cybersecurity, mobile apps, drones, technology equipment.

Exhibitor products: ARA Rental Innovation Conference & Exhibits

SAFETY ISSUE: Tenting issue

Ad Close: Jan. 20, 2022

Materials Due: Jan. 24, 2022

Mailed: Feb. 22, 2022

April

Equipment: Attachments for backhoes, loaders, excavators, skid steers, tractors. Also, disaster relief equipment including skid steers, chippers, stump grinders, log splitters, portable generators, chain saws, pumps, fans, restoration equipment, drain-cleaning equipment, pressure washers.

Event: Power generation, portable sinks, portable restrooms, stake pullers, ballast, climate control equipment, fans, heaters.

SAFETY ISSUE: New MEWP safety training

Ad Close: Feb. 25, 2022

Materials Due: March 1, 2022

Mailed: March 29, 2022

May Signet Research Study

"Seen on the show floor" from the ARA Rental Innovation Conference and Exhibits

Equipment: Road construction equipment including rollers, compaction, paving, surveying equipment, traffic control systems, barriers, lighting, generators, compressors. Also, underground and trenching equipment, augers, earth-boring machines, drilling equipment, post hole diggers.

Event: Festival equipment including tents, tent accessories, stakes, ballast, sidewalls, generators, air conditioning, fans, misters.

SAFETY ISSUE: Hot weather topics

Ad Close: March 30, 2022

Materials Due: April 1, 2022

Mailed: May 3, 2022

June equipment rental market leaders

Equipment: All construction equipment. Also, dust control equipment, vacuum and vacuum systems, floor care equipment.

Event: Corporate and fundraising equipment including lighting, staging, flooring, carpeting, podiums, seating, furniture, vending equipment, crowd control, temperature screening and sanitization equipment, sound barriers, novelties, games, A/V, karaoke, sound systems.

SAFETY ISSUE: Disaster preparedness/weather events

Ad Close: April 27, 2022

Materials Due: April 29, 2022

Mailed: June 1, 2022



July Products in Review 2022

This issue highlights products from companies that had items featured in *Rental Management* between Aug. 1, 2021, to June 1, 2022, targeting equipment, event, and software and services segments.

SAFETY ISSUE: Trailer safety

Ad Close: May 25, 2022

Materials Due: May 27, 2022

Mailed: June 28, 2022

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 25, 2022

Materials Due: May 27, 2022

Mailed: July 7, 2022

August event rental market leaders

Equipment: Earthmoving equipment, loaders, excavators, backhoes, skid steers, attachments, dump trucks, fleet management tools, mobile apps, telematics. Also, fall cleanup equipment including lawn, garden and landscaping equipment, power buggies, dumpers, snow removal equipment, heaters, salt dispensers, storage containers.

Event: All event products.

SAFETY ISSUE: First aid/injuries and emergency care

Ad Close: June 27, 2022

Materials Due: June 29, 2022

Mailed: Aug. 2, 2022

September

Equipment: Mobile elevating work platforms, access, telehandlers, forklifts, scissor lifts, manlifts and other lifting equipment, scaffolding, ladders, cranes. Also, compact equipment including mini skid steers, mini excavators, tractor loader backhoes, attachments.

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

SAFETY ISSUE: Driving safety

Ad Close: July 27, 2022

Materials Due: July 29, 2022

Mailed: Aug. 30, 2022

October show introduction issue

Exhibitor products for The ARA Show 2023 in Orlando

Equipment: Power generation, power distribution, light towers, air compressors, demolition and renovation tools. Also, all general tool products.

Event: Crowd control, traffic control and trade show equipment such as pipe and drape, props, displays, temperature screening and sanitization equipment.

SAFETY ISSUE: Fire safety

Ad Close: Aug. 31, 2022

Materials Due: Sept. 2, 2022

Mailed: Sept. 30, 2022

November show planning issue

Exhibitor products for The ARA Show 2023 in Orlando

Equipment: Trailers, carriers, trucks, pickups conveyors, fuel tanks. Also, lawn, garden and landscaping equipment, small engines, lubricants.

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

SAFETY ISSUE: Cold weather topics

Ad Close: Sept. 28, 2022

Materials Due: Sept. 30, 2022

Mailed: Nov. 1, 2022

December sourcebook and 2023 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.

SAFETY ISSUE: Theft

Ad Close: Oct. 26, 2022

Materials Due: Oct. 28, 2022

Mailed: Dec. 2, 2022

December Industry Outlook issue

Distributed with the December Sourcebook, this special edition includes the latest ARA forecast for equipment and event rental revenue for 2023 and beyond, as well as interviews with industry leaders discussing future trends, the regional outlook and the forecast for equipment investment.

Ad Close: Oct. 26, 2022

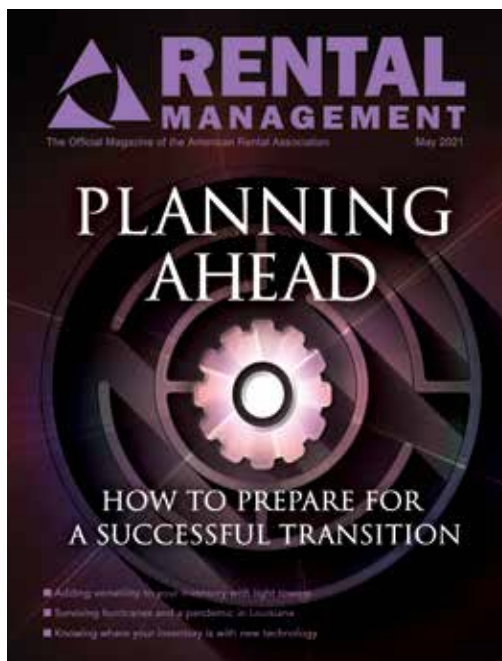
Materials Due: Oct. 28, 2022

Mailed: Dec. 2, 2022



RENTAL MANAGEMENT

2022 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
- \$850/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 2022 edition.

Rates are GROSS

	Space	1x	3x	6x	12x
Four-Color	1 page	\$5,510	\$5,280	\$5,135	\$5,005
	1/2 page island	\$4,605	\$4,430	\$4,300	\$3,725
	1/2 page	\$4,085	\$3,965	\$3,780	\$3,475
	1/3 page	\$3,465	\$3,385	\$3,270	\$3,215
	1/4 page	\$2,910	\$2,680	\$2,585	\$2,525

Black-and-White and Two-Color	1 page	\$4,065	\$3,770	\$3,595	\$3,465
	1/2 page island	\$3,160	\$2,930	\$2,800	\$2,680
	1/2 page	\$2,655	\$2,300	\$2,235	\$2,185
	1/3 page	\$2,485	\$2,060	\$1,790	\$1,725
	1/4 page	\$1,750	\$1,590	\$1,420	\$1,365

Covers Four-color only and non-cancelable	Inside front cover	\$6,060
	Inside back cover	\$5,785
	Back cover	\$6,060

*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 Management Digital ad rates

These opportunities offer 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

Monthly Issue Digital Rates

Regular Issue:

Opposite front cover plus banner in eblast: \$2,000

Safety Issue:

Opposite front cover plus banner in eblast: \$2,000

All digital editions:

Interstitial ads: \$1,200

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 Pulse ad rates

Includes microbutton on weekly e-newsletter plus microbutton and rotating banner on the website. Microbutton also will be included in the Rental Pulse Monthly Beat — an e-newsletter with the month's top stories.

Rates are NET

Month

January-December

Rate

\$1,500/month

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

RENTALMANAGEMENTMAG.COM

RentalManagementMag.com ad rates

Includes microbutton and rotating banner on website. Microbutton also is included on the side of each story on the newly reimagined website.

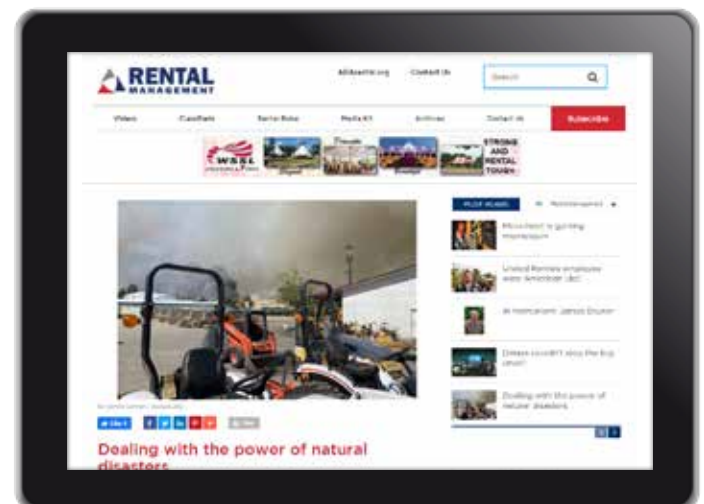
Rates are NET

Month

January-December

Rate

\$600/month



Sponsored content

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

Sponsored eblast

Rental Management will send your message directly and exclusively to Rental Pulse subscribers. Limited availabilities are offered on a first come, first served basis. Advertisers can choose from the full subscriber list or one of three segmented lists.

Eblast rates

Rates are NET

Full Rental Pulse list:	\$5,500
Rental stores only list:	\$4,500
Equipment rental stores only:	\$4,000
Event rental stores only:	\$3,500



Sponsored content and lead generation digital opportunities



Rates are NET

Rental Pulse: Create an advertisement to appear within the Rental Pulse e-mail to drive traffic to your website. Offer access to a white paper, training videos or other valuable content to those who provide contact information. **Limited to one paid availability per week.**

Rental Pulse: \$600/week

RentalManagementMag.com: Create an advertisement to appear within RentalManagementMag.com

to drive traffic to your website. Capture contact information through special offers. Limited to five availabilities per month.

RentalManagementMag.com: \$600/month

Advertorial program

The Rental Management team will produce a two-page advertising spread to appear in the print and digital editions of the magazine.

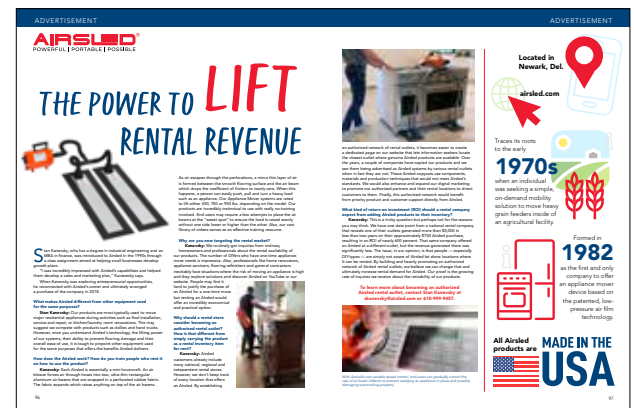
Advertorial program rates

\$7,500 for two-page spread produced by the Rental Management team.

Rates are NET

Choose from:

- **The Rental Management Profile Series.** The two-page spread will include a short question-and-answer interview with a company executive, photos and infographics to help readers learn more about your company, its history and more.
- **The Rental Management ROI Series.** The two-page spread will feature the product or products of your choice, outlining the expected return on investment for equipment and event rental store buyers.
- **The Rental Management Innovation Series.** The two-page spread will include photos of your new products with descriptions. In our digital edition, the photos also can be linked to videos of your new products in action.
- **The Rental Management Safety Series.** This two-page spread would appear in our monthly Safety Issue, highlighting your product photos with links to safety videos as well as a question-and-answer interview with the executive of your choice.



Special issue rates

January New Product Showcase



Ad Close: Nov. 19, 2021
Materials Due: Nov. 23, 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:	\$3,625
½ island	\$2,400
½ page	\$1,925
¼ page	\$1,200
Marketplace	\$715

Covers

Non-cancelable

Inside front cover	\$3,950
Inside back cover	\$3,800
Back cover	\$3,950

July Products in Review 2022



Ad Close: May 25, 2022
Materials Due: May 27, 2022

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:	\$3,625
½ island	\$2,400
½ page	\$1,925
¼ page	\$1,200
Marketplace	\$715

Covers

Non-cancelable

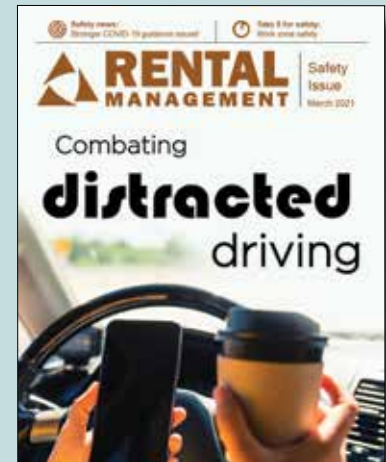
Inside front cover	\$3,950
Inside back cover	\$3,800
Back cover	\$3,950

Monthly safety issue

Rates are GROSS

Space	Rate*
1 page	\$3,625
½ page	\$1,925

*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 2023 in Orlando

Due to The ARA Show™ 2021 being rescheduled for October, the next show will take place in February 2023 in Orlando. Use this media kit to plan ahead for the opportunities coming in late 2022 leading up to the 2023 show.

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 and advertising opportunities, please contact your Rental Management sales representative listed on the back of this media kit.





Promoting Safety

Rental Management continues to offer the equipment and event rental industry's only monthly special issue dedicated to safety and risk management. Subscribers receive the monthly Safety Issue with their regular monthly issue.

Each Safety Issue has its own cover story, safety statistics, a safety checklist, the "Risky Business" column featuring true claims stories, safety tips, a monthly safety meeting topic and more.

The Safety Issue makes it easy for rental companies to keep safety and risk management top of mind with all the information in one place every month. Limited advertising spots available.

86%

of subscribers read the Safety Issue,
pass it along to additional employees,
post graphics for others to see or
cut out resources.⁺

⁺ Signet AdLift, May 2021

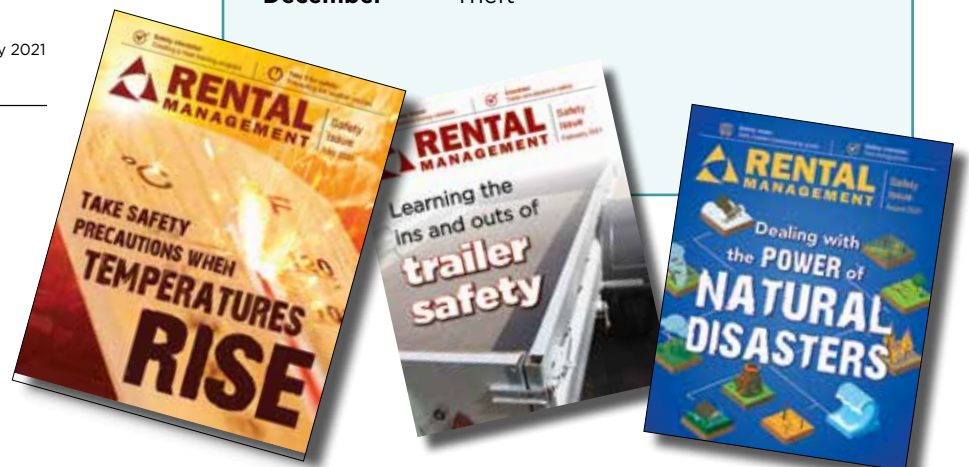
2022 Safety Issue Editorial Calendar

January	Claims frequency and severity
February	Active shooter/assailant
March	Tenting issue
April	New MEWP safety training
May	Hot weather topics
June	Disaster preparedness/ weather events
July	Trailer safety
August	First aid/injuries and emergency care
September	Driving safety
October	Fire safety
November	Cold weather topics
December	Theft

Safety Issue rates

Space	Rate*
1 page	\$3,625
½ page	\$1,925

*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.



Print



Additional opportunities

The following opportunities also are available to help you maximize your marketing efforts:

- Two-page spreads
- Inserts
- Bellybands
- Polybags
- Tabs
- Custom-publishing projects



Digital



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.



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, special issue supplements and directories.



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.

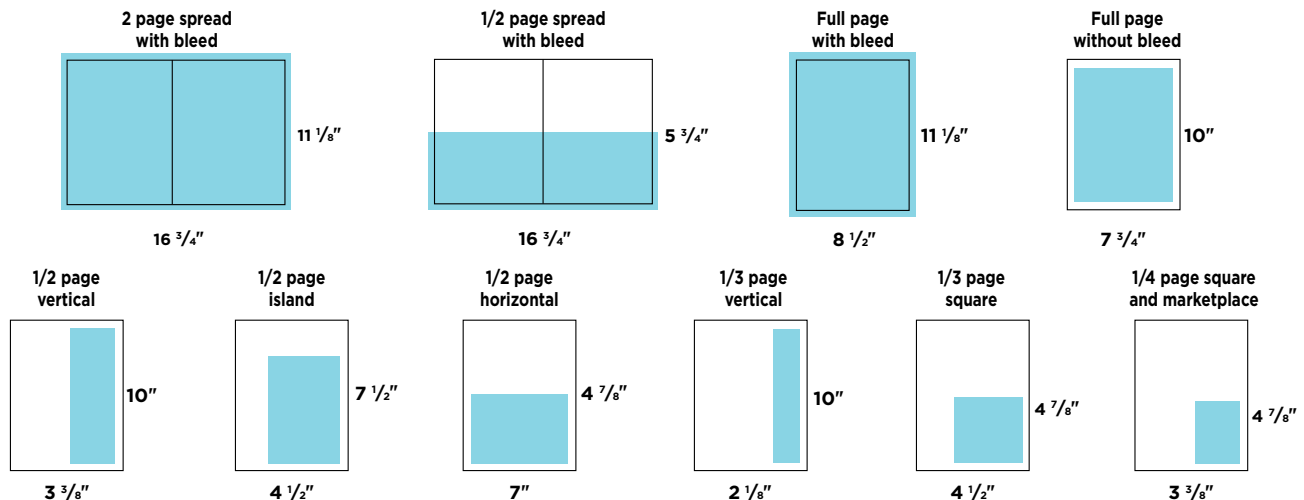
File types: Print file types accepted: .pdf, .tif, .eps and .jpg. Print file types NOT accepted: .dcs, .gif and .png. *Do not include any unnecessary or unrelated files.*

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.

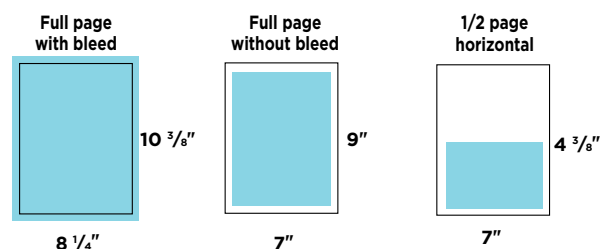
Rental Management magazine full size issue display ad dimensions and placement



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.

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

Send files to:

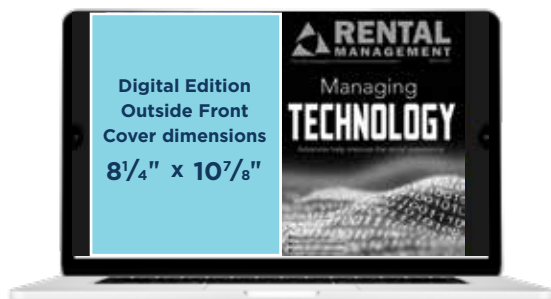
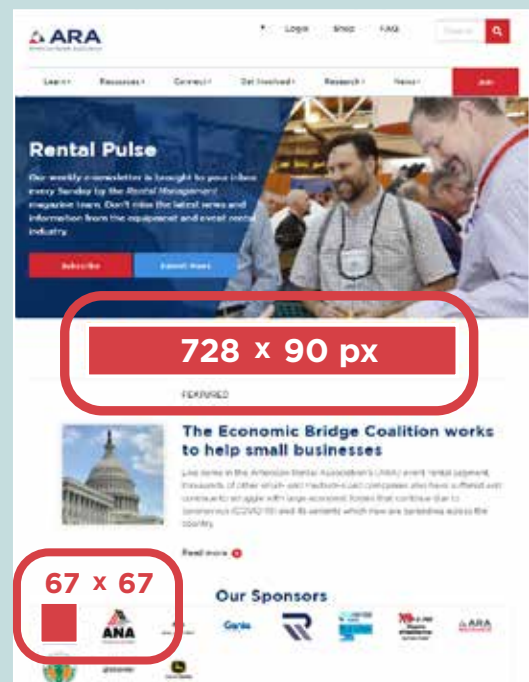
Jennifer Smith

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 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 of any additional features added to your digital edition advertisement.

Specifications

Logo Standards

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.

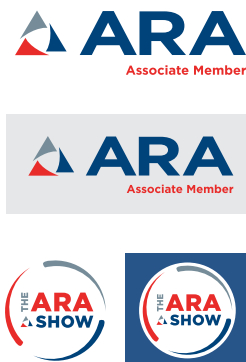
The ARA Show logo shows your participation in the world's largest trade show for the equipment and event rental industry. The show logo is made up of a combination of text and graphic elements that should be used together as shown in the examples below and on the following page. The preferred way to 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

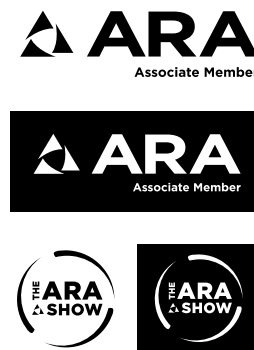
ARA and The ARA Show logos may be used on a white or light gray background or on a dark background as long as there is enough contrast between the logo and the background so that the logo is legible.

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.



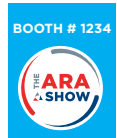
Do not allow the logo to bleed off the edge of the page. Always maintain the minimum safe area.

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.



Downloadable logos location

ARARental.org/Learn/Marketing-Advertising

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-cancelable.

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.



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Rental Management has received more than 115 awards for editorial and design excellence over the last 15 years including a prestigious Folio: Eddie Award in 2020.

2020 FOLIO:
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AND OZZIE
AWARDS