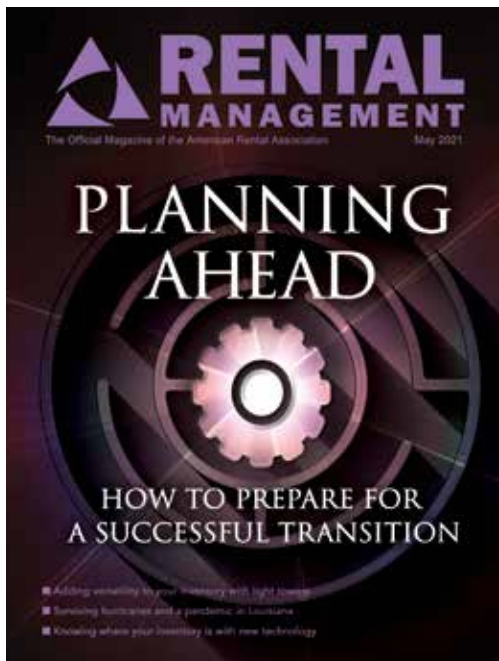




# RENTAL MANAGEMENT

2022 Advertising Rates



## 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
<b>Four-Color</b>	1 page	\$5,510	\$5,280	\$5,135	\$5,005
	½ page island	\$4,605	\$4,430	\$4,300	\$3,725
	½ page	\$4,085	\$3,965	\$3,780	\$3,475
	⅓ page	\$3,465	\$3,385	\$3,270	\$3,215
	¼ page	\$2,910	\$2,680	\$2,585	\$2,525
<b>Black-and-White and Two-Color</b>	1 page	\$4,065	\$3,770	\$3,595	\$3,465
	½ page island	\$3,160	\$2,930	\$2,800	\$2,680
	½ page	\$2,655	\$2,300	\$2,235	\$2,185
	⅓ page	\$2,485	\$2,060	\$1,790	\$1,725
	¼ page	\$1,750	\$1,590	\$1,420	\$1,365

### 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 ¼ 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

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

### 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](mailto:kaye.stockstill@ararental.org).

\*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](mailto: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	Rate
January-December	\$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.

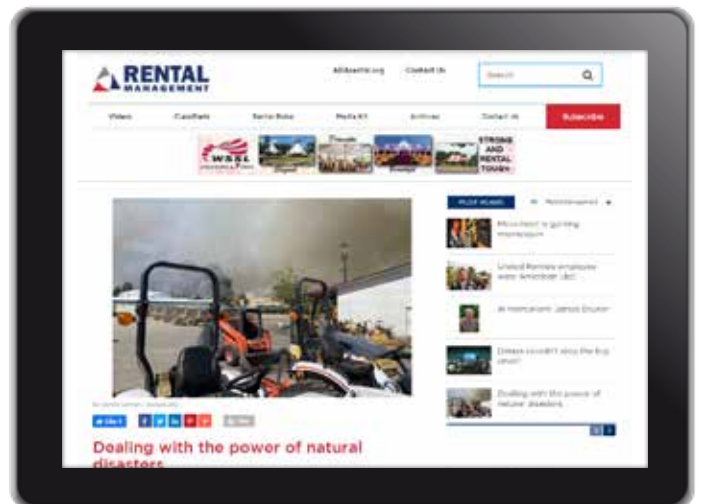
## RENTALMANAGEMENTMAG.COM

### 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	Rate
January-December	\$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



## 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.

## Sponsored content and lead generation digital opportunities



#### Rates are NET

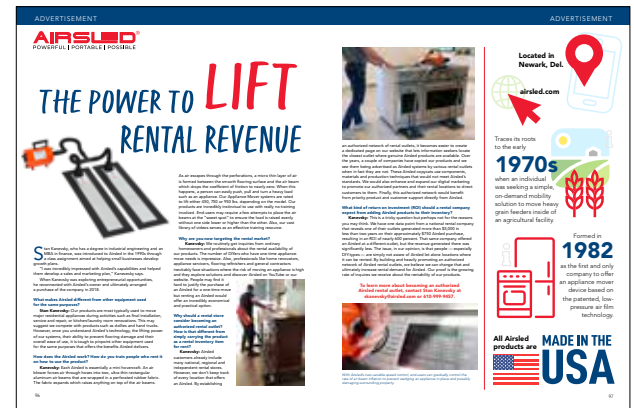
**Rental Pulse:** Create an advertisement to appear within the Rental Pulse e-mail to drive traffic to your website. Offer access to a white paper, training videos or other valuable content to those who provide contact information. **Limited to one paid availability per week.**

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



# Special issue rates

## January New Product Showcase



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

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.

## July Products in Review 2022



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

Ad Close: May 25, 2022

Materials Due: May 27, 2022

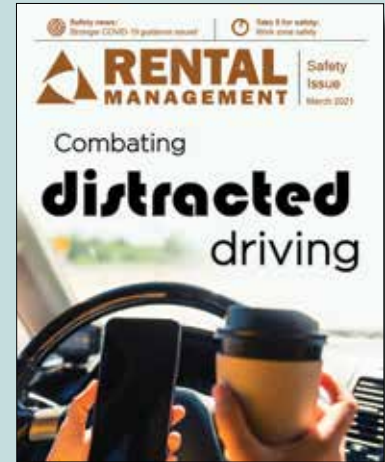
All advertising rates apply to ARA associate members. Non-ARA members will need to **ADD \$750** to the prices listed on the rates chart.

# 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.