

DIGITAL OFFERINGS



Average impressions per month
42,000

Open rate
38%

Rental Pulse e-newsletter microbuttons and banners

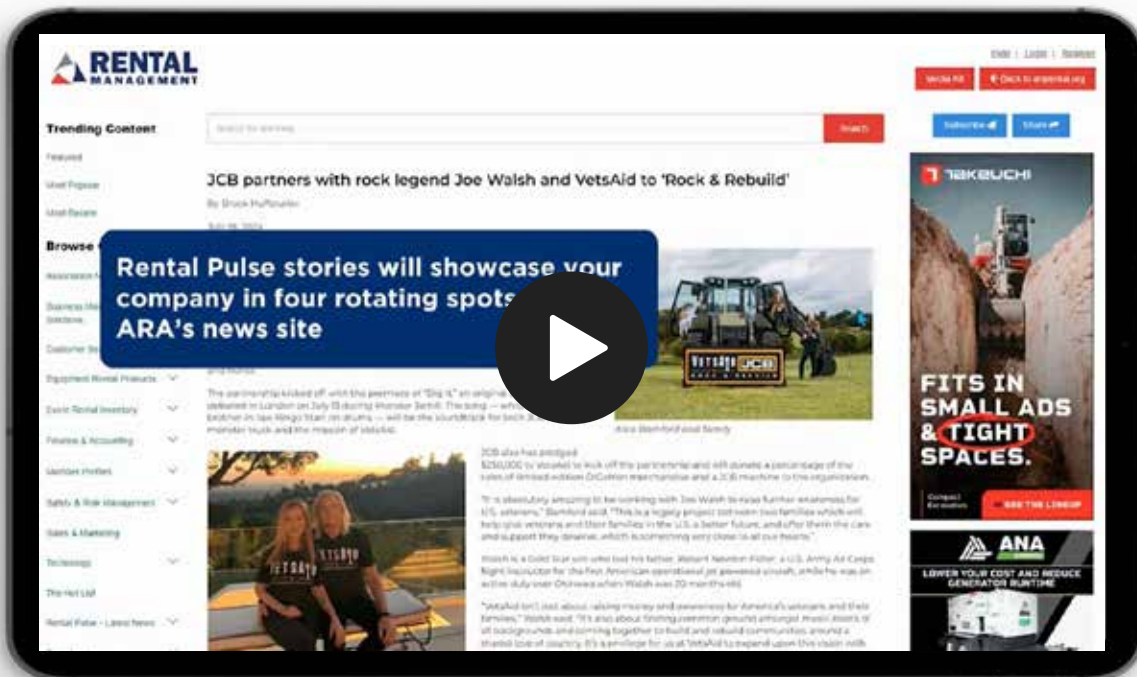
Rental Pulse is *Rental Management Media Group's* flagship digital product. This weekly newsletter is distributed to more than 25,000 rental professionals every Sunday. In addition, Rental Pulse publishes Breaking News and Special Editions throughout the year as well as the Monthly Beat highlighting the month's top stories. Includes microbutton in the email and rotating position on four spots below the leaderboard on all articles and videos in Rental Pulse for the month.

Rate:
\$2,500 per month NET



- SIZES (pixels)
- A BANNER 300 x 600
 - B BANNER 300 x 250
 - C BANNER 300 x 100
 - D BANNER 728 x 90
 - E MICROBUTTON 67 x 67

WATCH THE DEMO



Month	Ad Close Date	Materials Due Date
January	12/4/24	12/6/24
February	1/7/25	1/9/25
March	2/5/25	2/7/25
April	3/5/25	3/7/25
May	4/2/25	4/4/25
June	5/1/25	5/2/25
July	6/5/25	6/7/25
August	7/3/25	7/5/25
September	8/1/25	8/2/25
October	9/4/25	9/6/25
November	10/2/25	10/4/25
December	11/5/25	11/7/25

DIGITAL OFFERINGS

WATCH THE DEMO

Average impressions per month

60,000



Open rate
38%



Rental Pulse
brand
awareness
special

microbuttons, banner and leaderboard

Solidify your brand with the leaderboard position in our communication with one of our most engaged audiences. Rental Pulse emails include the latest news and information in the rental industry. They are sent to a list of more than 25,000 people every Sunday. Includes microbutton in the email and rotating banner on all spots, including the leaderboard on all Rental Pulse articles for the month.

MICROBUTTON



LEADERBOARD



SIZES
(pixels)

LEADERBOARD
970 x 80

A BANNER
300 x 600

B BANNER
300 x 250

C BANNER
300 x 100

D BANNER
728 x 90

E MICROBUTTON
67 x 67

CALL-TO-ACTION BANNER



Rental Pulse

call-to-action banner

Make your call to action appear among headlines in the Rental Pulse email. Offer access to training videos, valuable content, or generate traffic to your website. Limited to one paid availability per week. This banner is part of Rental Pulse, which is sent to a list of more than 25,000 subscribers every Sunday.

Rate:
\$700 per week
NET

Average impressions per week

10,000

ONLINE NEWS PLATFORM

Rental Management microbuttons and banners

These ad placements are positioned to give you the highest visibility as we drive traffic to our award-winning editorial content. This offering includes brand awareness in the monthly email alerting more than 41,500 rental professionals that new *Rental Management* content is live on our website. Includes microbutton in the email and rotating positions in all spots including the leaderboard on all *Rental Management* Magazine content published that month.

Microbutton size: 67 x 67

Rate: \$1,500 per month NET

LEADERBOARD

SIZES
(pixels)

LEADERBOARD
970 x 80

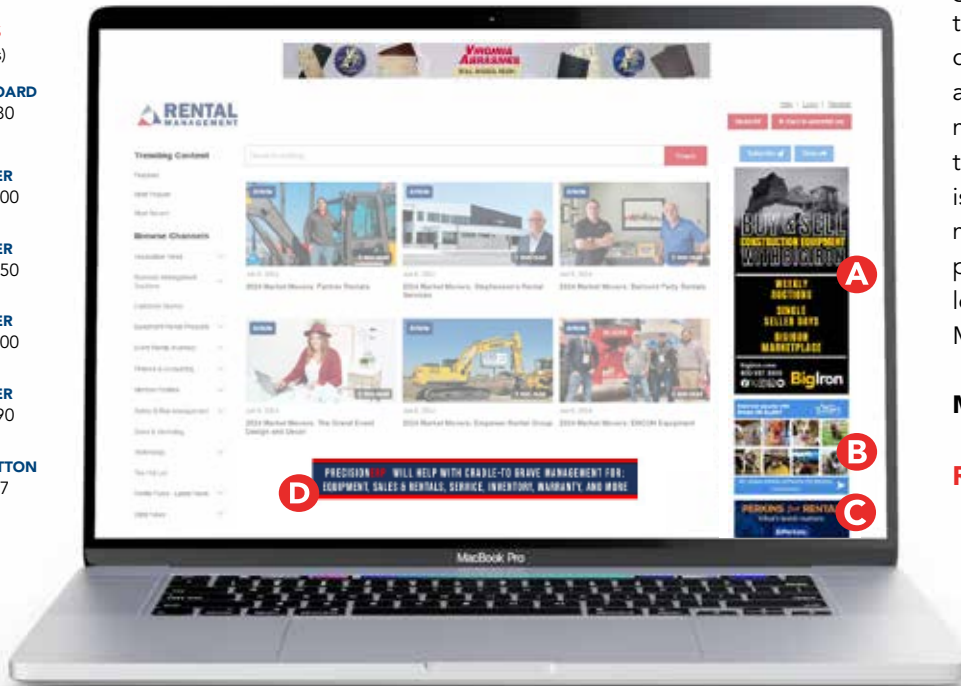
A BANNER
300 x 600

B BANNER
300 x 250

C BANNER
300 x 100

D BANNER
728 x 90

E MICROBUTTON
67 x 67



Average impressions per month

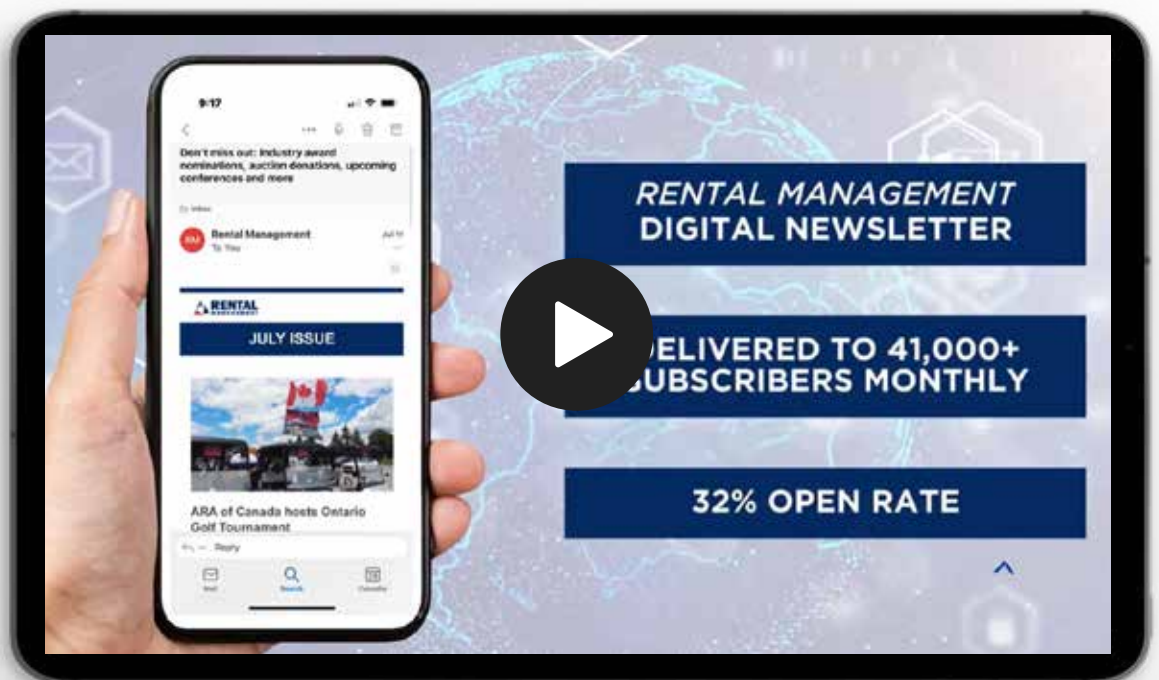
30,000



Open rate

32%

WATCH THE DEMO



Month	Ad Close Date	Materials Due Date
January	12/4/24	12/6/24
February	1/7/25	1/9/25
March	2/5/25	2/7/25
April	3/5/25	3/7/25
May	4/2/25	4/4/25
June	5/1/25	5/2/25
July	6/5/25	6/7/25
August	7/3/25	7/5/25
September	8/1/25	8/2/25
October	9/4/25	9/6/25
November	10/2/25	10/4/25
December	11/5/25	11/7/25

ONLINE NEWS PLATFORM

Safety newsletter

microbuttons and banners

Average impressions per month

21,000



Open rate

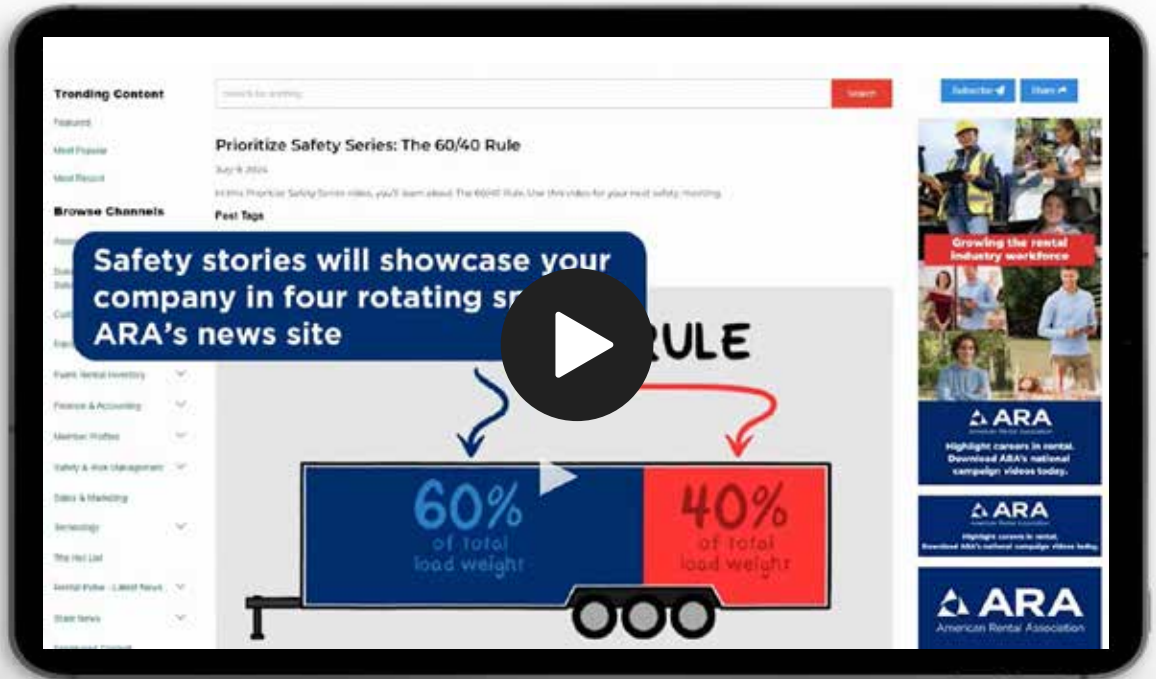
31%

This monthly newsletter contains topical and timely safety information for the rental industry. It is sent to more than 41,500 rental professionals and the content includes an animated video series and more engaging content. The offering includes microbutton in the email and rotating position on all spots including the leaderboard on all safety content published that month.

Rate:

\$1,250 per month
NET

WATCH THE DEMO



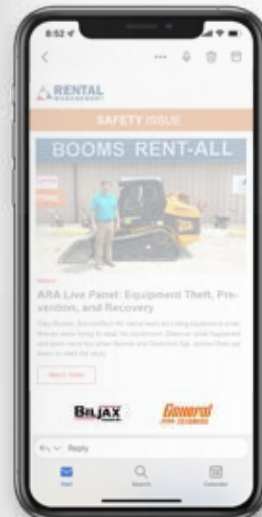
LEADERBOARD

Safety deadlines

Month	Ad Close Date	Materials Due Date
January	12/4/24	12/6/24
February	1/7/25	1/9/25
March	2/5/25	2/7/25
April	3/5/25	3/7/25
May	4/2/25	4/4/25
June	5/1/25	5/2/25
July	6/5/25	6/7/25
August	7/3/25	7/5/25
September	8/1/25	8/2/25
October	9/4/25	9/6/25
November	10/2/25	10/4/25
December	11/5/25	11/7/25



MICROBUTTON



SIZES
(pixels)

LEADERBOARD
970 x 80

A BANNER
300 x 600

B BANNER
300 x 250

C BANNER
300 x 100

D BANNER
728 x 90

E MICROBUTTON
67 x 67

SPONSORED CONTENT



Sponsored eblasts

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.

Rates:

Rates are NET

Full Rental Pulse list; 27,000:	\$5,500
All rental stores list; 20,000:	\$4,500
Equipment rental stores only list; 18,000:	\$4,000
Event rental stores only list; 6,000:	\$3,500

SPECIFICATIONS

Sponsored eblast

Contact your *Rental Management* multimedia account manager for details.

SPONSORED CONTENT

Sponsored online content

Have your contributed article or video posted on our news site and prominent in our sponsored content carousel on the homepage for one month. Your article headline will be featured in Rental Pulse for one week.

Rate:
\$1,000 NET

SPECIFICATIONS

Thumbnail size:

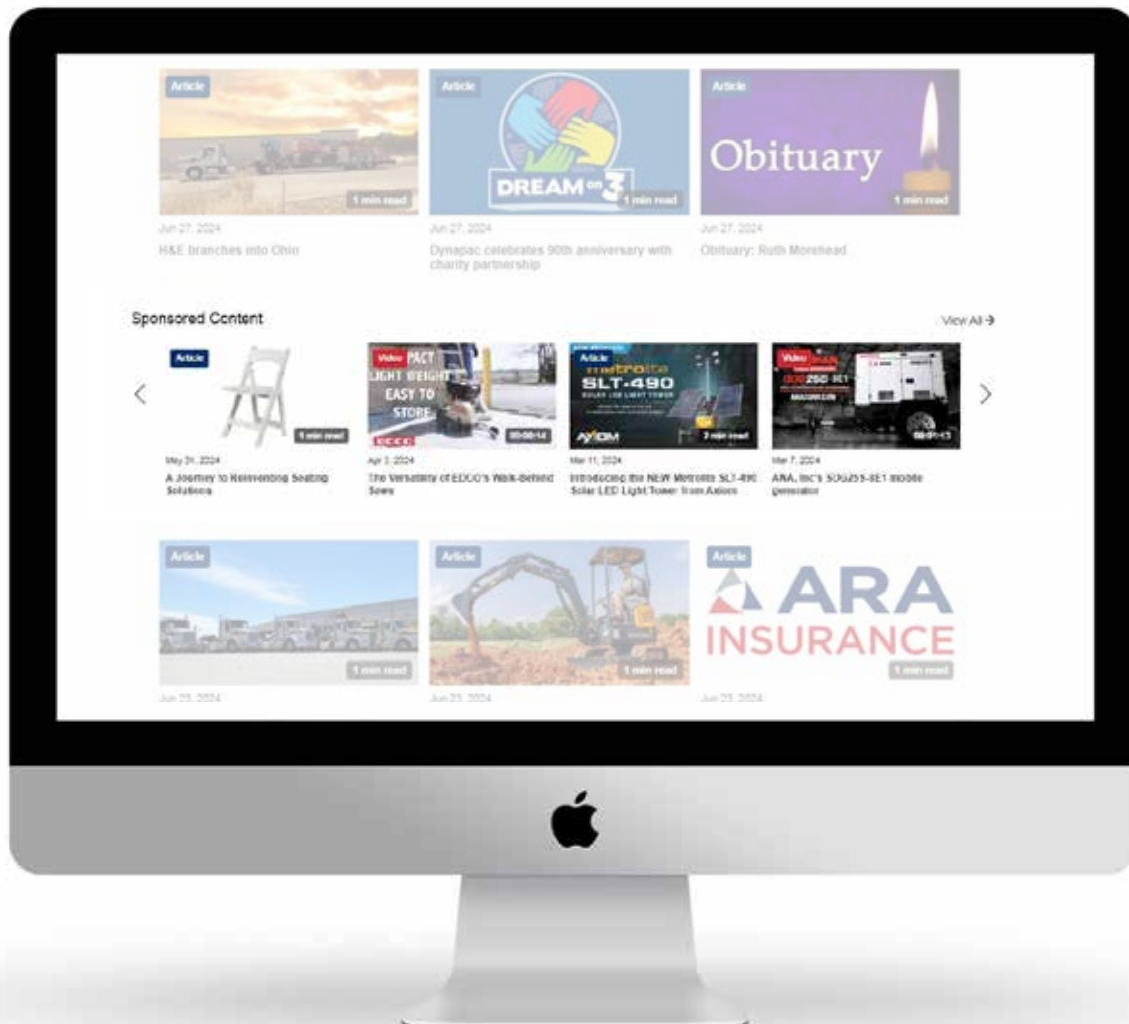
640 x 360 pixels

Article or video:

Content must be an original file, either a .doc or an .mp4.

Contact your *Rental Management* multimedia account manager for additional details.

SPONSORED CONTENT THUMBNAIL



SIZE
(pixels)

**SPONSORED CONTENT
THUMBNAIL**
640 x 360

SPONSORED WEBINARS

Sponsored webinars

Sponsor and participate in an industry conversation on the topic of your choosing. A sponsored webinar is your opportunity to bring together your subject matter expert and a rental operator to discuss new technologies, industry challenges, product maintenance, etc. This webinar takes place during ARA's Lunch & Learn series. Limit one per month.

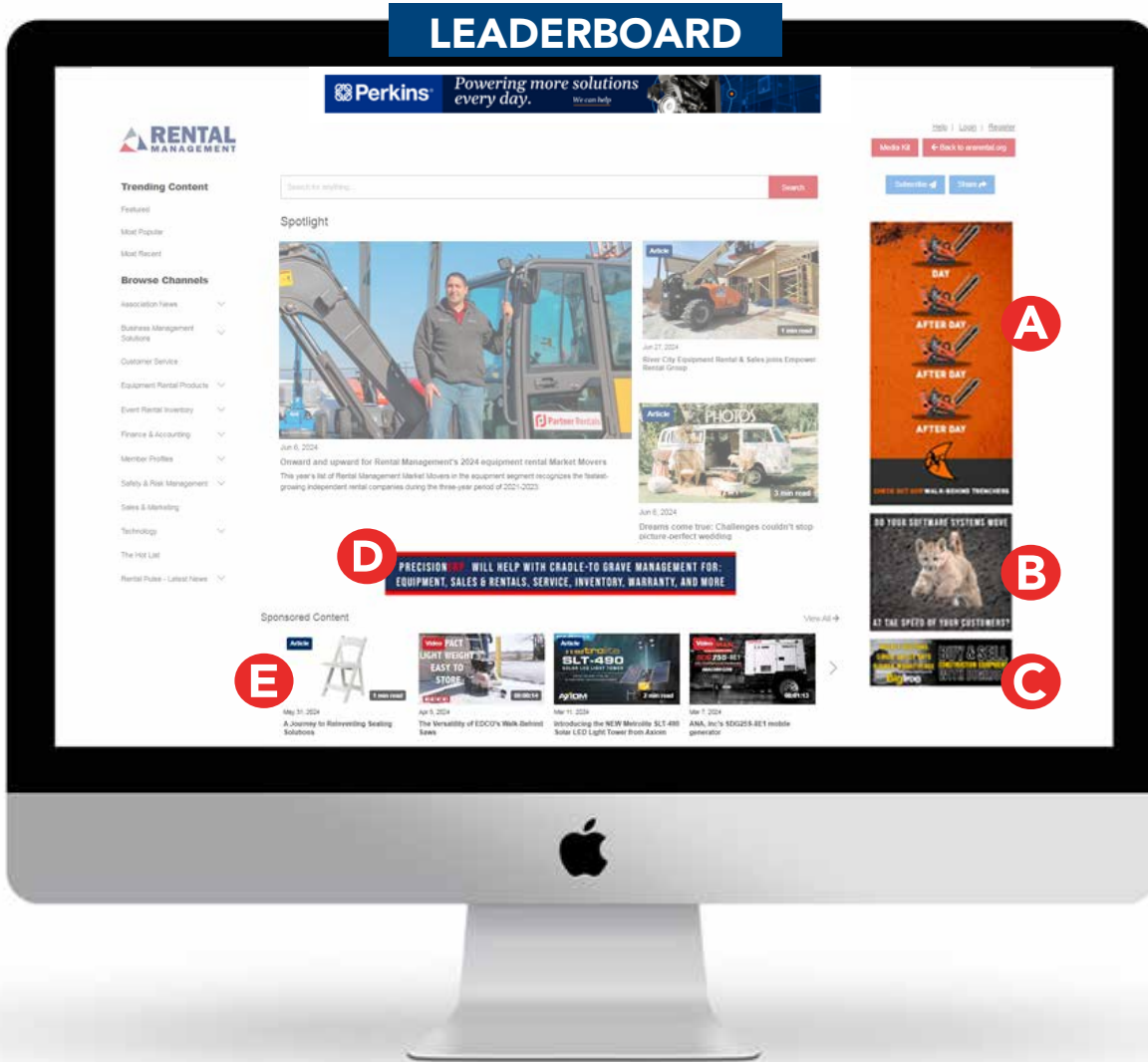
Rate:
\$8,500 NET

SPECIFICATIONS

Contact your *Rental Management* multimedia account manager for additional details.



ONLINE NEWS PLATFORM SPECIFICATIONS



BANNER SIZES
(pixels)

LEADERBOARD

970 x 80

**A
BANNER**
300 x 600

**B
BANNER**
300 x 250

**C
BANNER**
300 x 100

**D
BANNER**
728 x 90

**E
SPONSORED
CONTENT
THUMBNAIL**
640 x 360

FILE SUBMISSION, LINK OR PICK UP INFORMATION

File transfer:

Email to your multimedia account manager.

File name:

Include month and year that banner should appear.

Pick up information:

Specify month and year of the ad preferred to run.

Link information:

Specify the url the banners should link to.

Color:

Preferred RGB.

Accepted file types:

Animated and static ads accepted as .png, .jpg and .gif.