

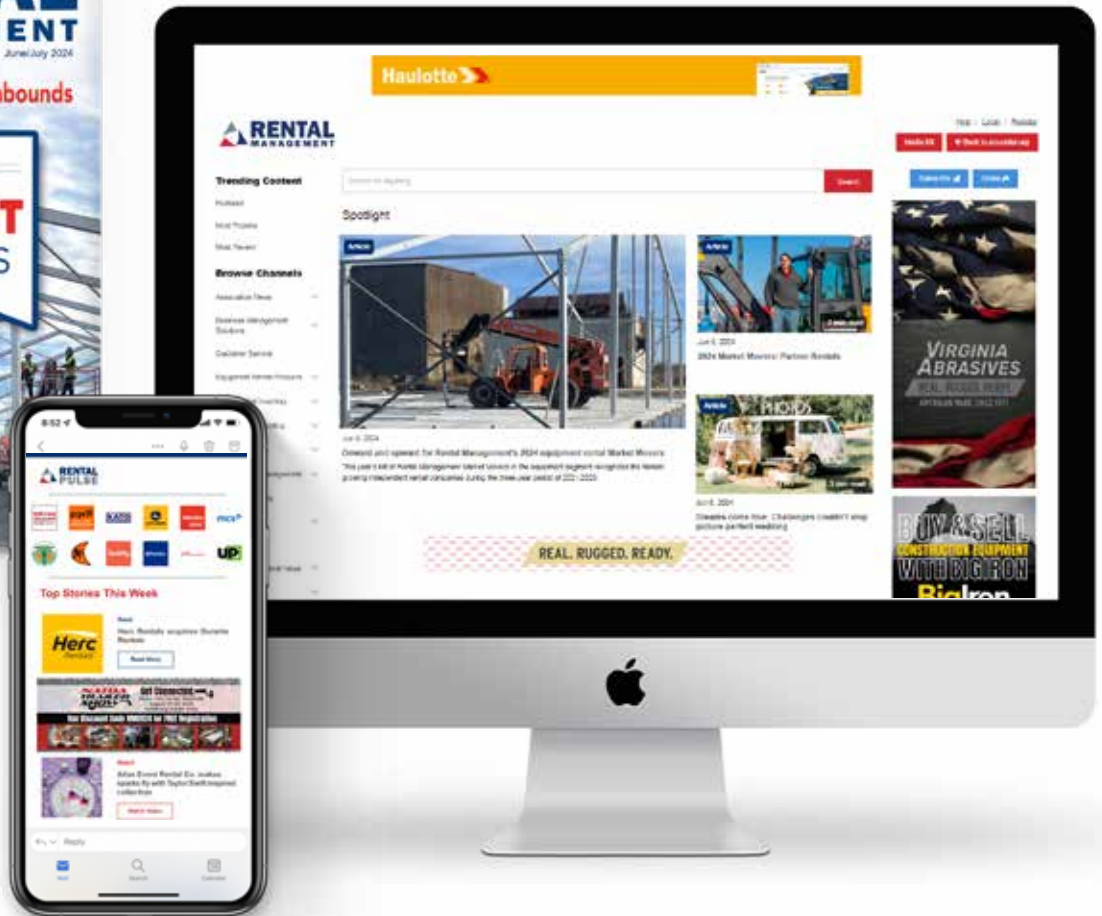
2025

MEDIA KIT

READ. WATCH. LISTEN.



Rental Management Media Group connects you to your audience no matter your marketing goals — 40% of all readers engage with *Rental Management* in print and online. Make sure your message is seen by the right people — partner with *RM*.



ONLINE OFFERINGS

- Rental Management website banners
 - Microbutton in monthly email and website banners
- Rental Pulse weekly newsletter
 - Microbutton in weekly email and website banners
 - Call-to-action banner
- Safety monthly newsletter
 - Microbutton in monthly email and website banners

SPONSORED CONTENT

- Targeted eblasts
- Online content (videos, audio, articles)
- Sponsored webinars

PRINT MAGAZINE AND ADD-ONS

- Display advertising
- Advertorial program
- Tabs
- Inserts
- Bellybands
- Polybags

MEET OUR TEAM

SALES STAFF

Multimedia Sales Account Managers

Mary Moore Larick

mary.larick@ararental.org

309.277.4279

States: AK, AL, AR, AZ, CA, FL, GA, HI, KS, KY, LA, MO, MS, NC, NE, NM, NV, OK, OR, SC, TN, TX, VA, WA

Canada: AB, BC, MB, NT, NU, SK, YT

International: Australia, Asia,

Central America, South America

Madison Krause

madison.krause@ararental.org

309.277.4205

States: CO, CT, DC, DE, IA, ID, IL, IN, MA, MD, ME, MI, MN, MT, ND, NH, NJ, NY, OH, PA, RI, SD, UT, VT, WI, WV, WY

Canada: NB, NL, NS, ON, PE, QC

International: Europe, Middle East, Africa

STAFF

Senior Director, Communications Content

Lauren Mau

lauren.mau@ararental.org

Senior Director, Communications Operations

Dan Sharp

dan.sharp@ararental.org

Director, Communications/ Editor

Erin Jorgensen

erin.jorgensen@ararental.org

Director, Creative Services

Adam MacDonald

adam.macdonald@ararental.org

News Editor

Brock Huffstutler

brock.huffstutler@ararental.org

Special Projects Editor

Connie Lannan

connie.lannan@ararental.org

Multimedia Manager

Emily Weidner

emily.weidner@ararental.org

Multimedia Manager

Tracy Tisdale

tracy.tisdale@ararental.org

Digital Content Manager

Casey Bowden

casey.bowden@ararental.org

Communications Project Manager

Dawn Medley

dawn.medley@ararental.org

Design Manager

Sheila Boyd

sheila.boyd@ararental.org

Designer

Ken Kliven

ken.kliven@ararental.org

YOUR TARGET AUDIENCE

AUDIENCE SURVEY RESULTS

85%

Readers find *Rental Management* valuable for the **advertising and editorial content**.

61%

Readers **visited an advertiser's website** because of an advertisement.

81%

Readers are **involved in purchasing decisions** for their rental companies.

34%

of readers **bought products** based on an advertisement they saw in *Rental Management*.

Source: Signet AdImpact, April/May 2024

YOUR TARGET AUDIENCE

PRINT MAGAZINE

18,500 subscribers Average July 2023-July 2024 Rental Management issues

8 TOTAL ISSUES

2 average readers per issue

DIGITAL NEWSLETTERS

Rental Pulse

Delivered to

25,000+

subscribers weekly

Open rate

38%

Rental Management News

Delivered to

41,000+

subscribers monthly

Open rate

32%

Safety

Delivered to

41,000+

subscribers monthly

Open rate

31%

ONLINE NEWS PLATFORM

37,000 online viewers per month

2.5 page views per session

1 minute average engagement time per page

DIGITAL OFFERINGS



Average impressions per month
42,000

Open rate
38%

Rental Pulse e-newsletter microbuttons and banners

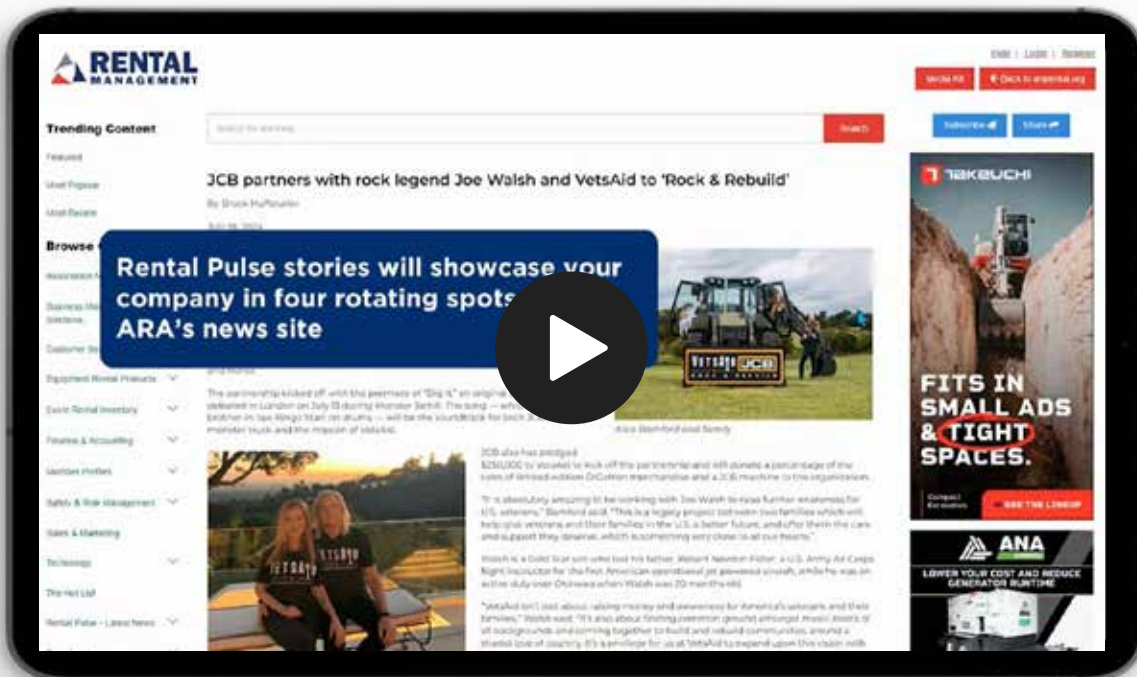
Rental Pulse is *Rental Management Media Group's* flagship digital product. This weekly newsletter is distributed to more than 25,000 rental professionals every Sunday. In addition, Rental Pulse publishes Breaking News and Special Editions throughout the year as well as the Monthly Beat highlighting 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.

Rate:

\$3,500 per month NET

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

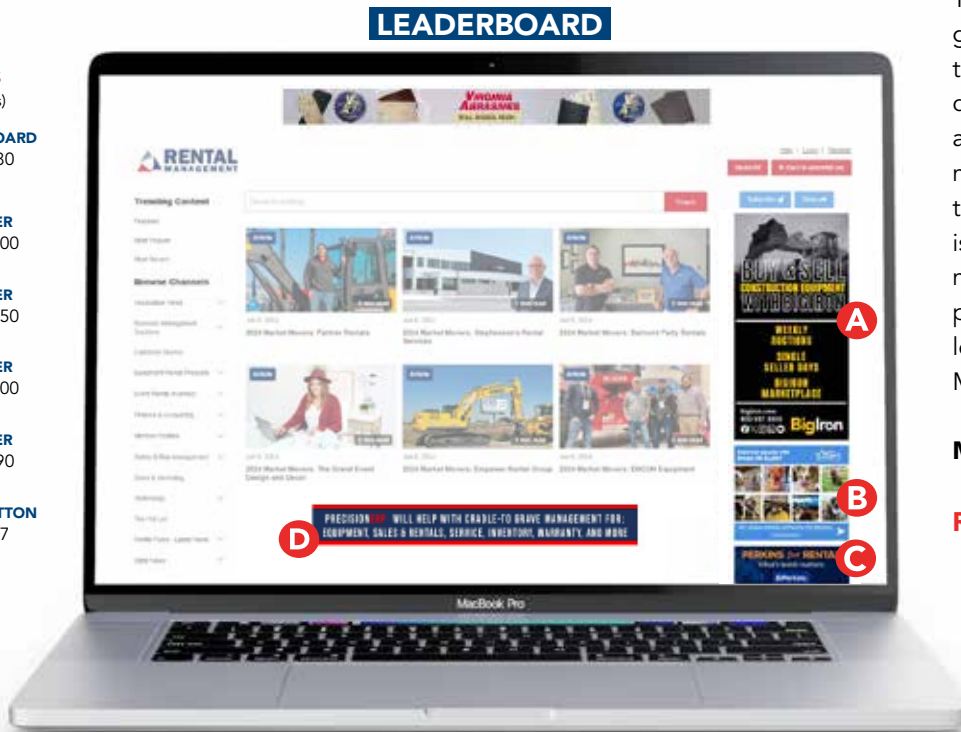
Rental Management microbuttons and banners

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

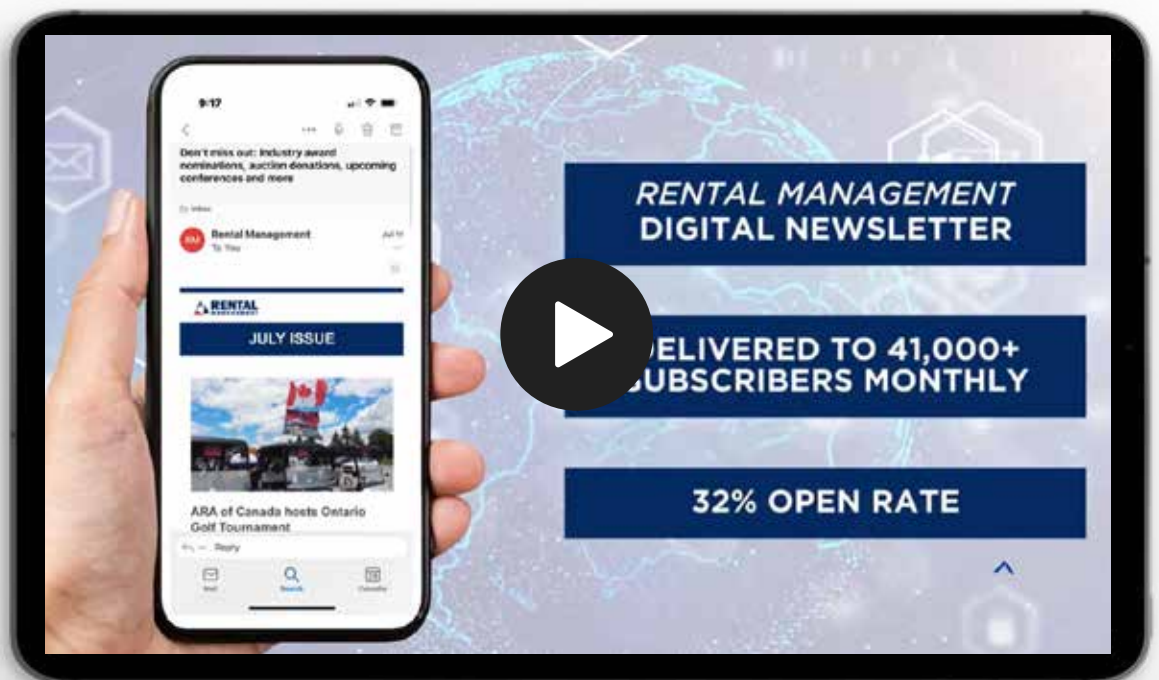
- SIZES**
(pixels)
- LEADERBOARD**
970 x 80
 - A BANNER**
300 x 600
 - B BANNER**
300 x 250
 - C BANNER**
300 x 100
 - D BANNER**
728 x 90
 - E MICROBUTTON**
67 x 67



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

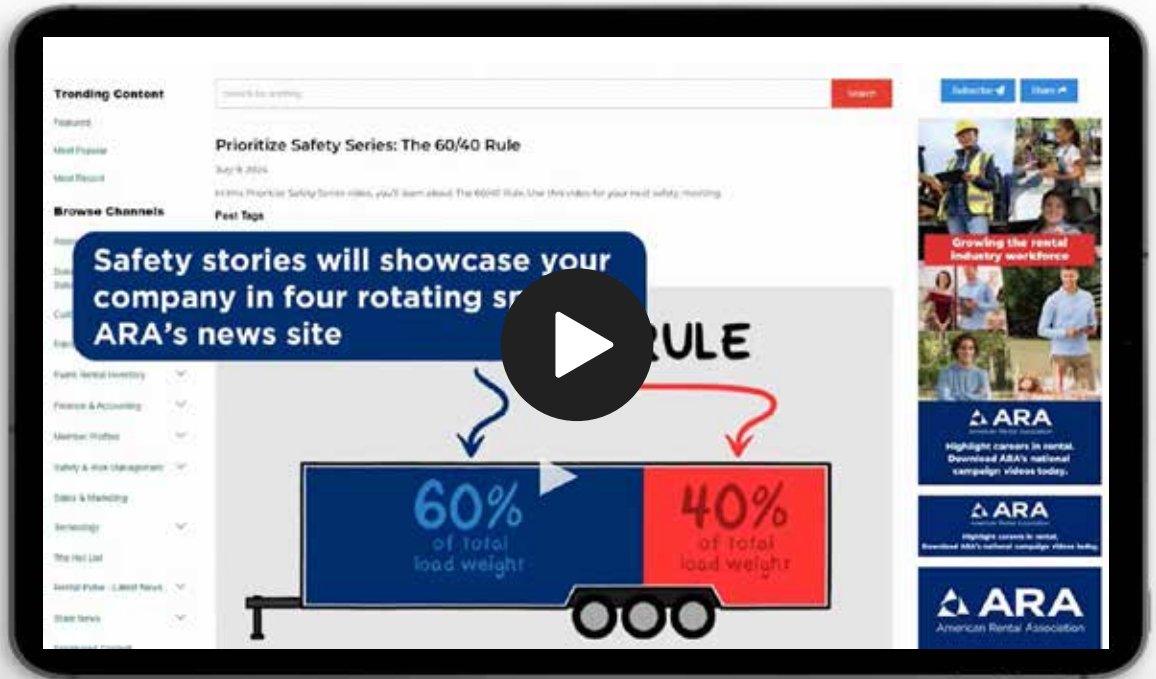
31%

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



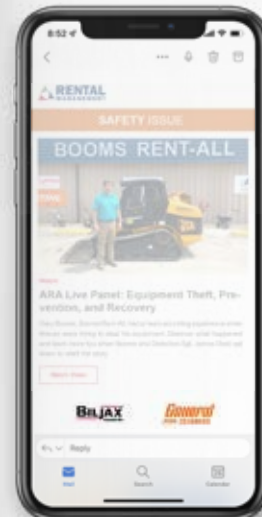
LEADERBOARD

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

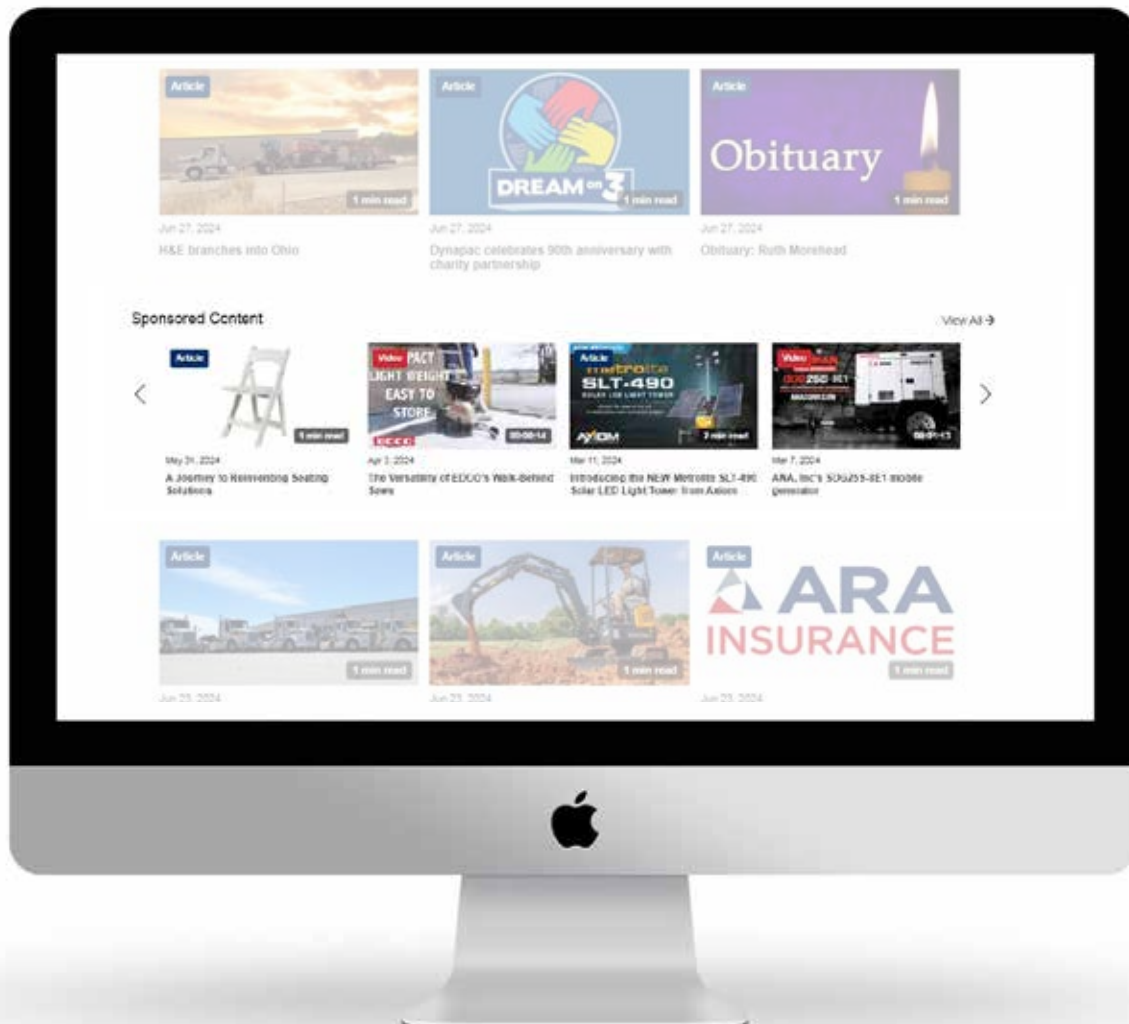
SPECIFICATIONS

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.

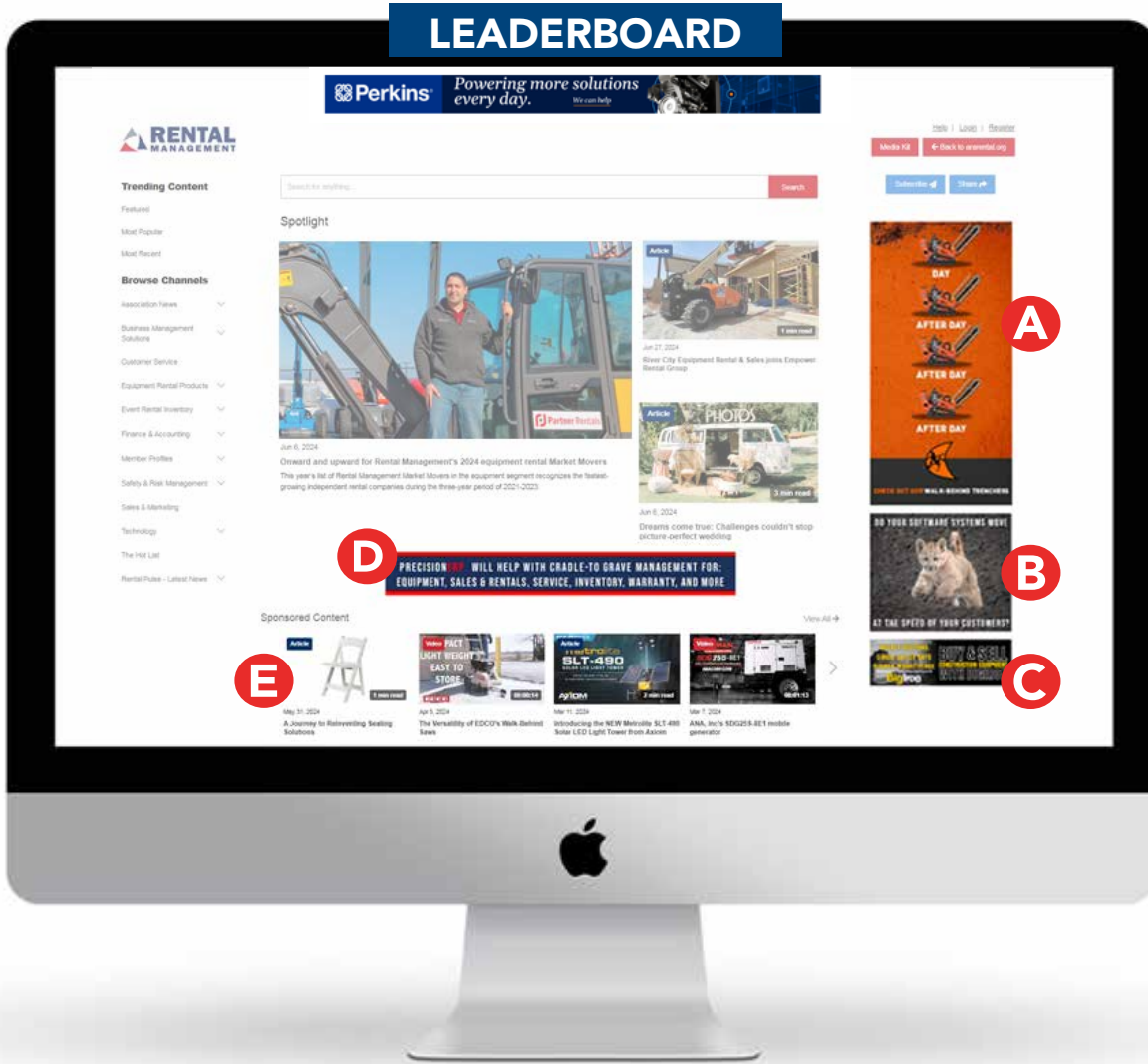
Rate:
\$8,500 NET

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.

PRODUCT FOCUS CALENDAR 2025

Rental Management is revamping our product coverage!

Each month we'll send a call for thought leadership articles about different product categories to be considered for publication.

Criteria for editorial consideration:

- 500 to 1,000 words
- Maintenance tips
- Best practices when using
- Troubleshooting help
- Project applications
- Equipment technology
- Other industry-specific ideas

	EQUIPMENT PRODUCTS	EVENT PRODUCTS	CLOSE DATE	MATERIALS DUE DATE	MAILED DATE
JANUARY/ FEBRUARY The ARA Show™ at-show issue	<p>Job site, warehouse and rental yard equipment including forklifts, aerial lifts, utility vehicles, trailers, engines, generators, compressors, portable offices, portable restrooms and portable storage. Concrete equipment including rammers, compactors, screeds, trowels, concrete saws, vacuums, vacuum systems, silica dust control equipment, concrete forms. Trucks including semis, pickups, box, moving, dump, utility, water and more. Also, engines, small engines, lubricants, fuel additives, hand tools, small power tools, moving equipment, hand trucks, stair climbers, pallet movers, furniture and appliance dollies.</p>	<p>Products for personal, family and business life events including birthdays, weddings, graduations, anniversaries, retirements, religious celebrations, grand openings. Novelties, games, props, concession equipment.</p>	Nov. 20, 2024	Nov. 22, 2024	Jan. 3, 2025
JANUARY/ FEBRUARY The ARA Show Directory	<p>The directory is essential for attendees planning their time at the show. It features all exhibitors, along with booth numbers and product information. In addition, the directory is sent to all subscribers with the January/February issue of <i>Rental Management</i>.</p>		Nov. 20, 2024	Nov. 22, 2024	Jan. 3, 2025
MARCH The ARA Show news coverage	<p>Technology: Computer hardware and software, fleet management, anti-theft devices, RFID, Bluetooth, GPS, telematics, computer-assisted design, cybersecurity, mobile apps, drones, autonomous machines, 3D printing, 5G wireless communications, artificial intelligence (AI).</p> <p>All construction equipment.</p>	<p>Corporate and fundraising equipment including tents, lighting, staging, light towers, flooring, carpeting, podiums, seating, furniture, vending equipment, crowd control, sound barriers, games, A/V, karaoke, sound systems.</p>	Jan. 22, 2025	Jan. 24, 2025	March 4, 2025

PRODUCT FOCUS CALENDAR 2025 continued

Rental Management is revamping our product coverage!

See previous page to reference criteria for editorial consideration.

	EQUIPMENT PRODUCTS	EVENT PRODUCTS	CLOSE DATE	MATERIALS DUE DATE	MAILED DATE
APRIL/MAY Seen on the show floor product coverage; Signet Research issue	<p>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, generators, light towers.</p> <p>Seen on the Show floor section.</p>	<p>Festival equipment including tents, tent accessories, stakes, ballast, sidewalls, generators, air conditioning, fans, misters.</p> <p>Seen on the Show floor section.</p>	March 12, 2025	March 14, 2025	April 15, 2025
JUNE/JULY Market Movers	<p>Earthmoving equipment including 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.</p>	All event-related products.	May 12, 2025	May 14, 2025	June 10, 2025
AUGUST/SEPTEMBER 12 to Watch Under 40	<p>Mobile elevating work platforms, access, telehandlers and lifting equipment, scaffolding, ladders, cranes. Also, compact equipment including mini skid steers, mini excavators, tractor loader backhoes, attachments.</p>	<p>Tabletop items including servingware, glassware, flatware, dishes, centerpieces. Also, outdoor event equipment such as grills, portable kitchens, cooking and concession items, canopies, utility vehicles.</p>	July 9, 2025	July 11, 2025	Aug. 12, 2025
OCTOBER/NOVEMBER Technology issue; The ARA Show Planning Issue	<p>All technology-related product categories.</p> <p>Power generation, light towers, air compressors, demolition and renovation tools. Trailers, carriers, trucks, pickups, conveyors, fuel tanks, engines. Also, lawn, garden and landscaping equipment.</p>	<p>Crowd control, traffic control, barriers, trade show equipment such as pipe and drape, props, displays, sanitization equipment. Tables, chairs, lounge and lighted furniture, linens, disposables.</p>	Sept. 10, 2025	Sept. 12, 2025	Oct. 14, 2025
DECEMBER Outlook Issue	All associate member product categories.	All associate member product categories.	Oct. 29, 2025	Oct. 31, 2025	Dec. 2, 2025

PRINT MAGAZINE

RATES AND SPECIFICATIONS

Ad dimensions are identical to sizes listed below. Partial ads may fall on an even or odd page unless specified.

Magazine Trim Size and Live Area: Trim size is 8.25" x 10.875". Live area should fall .125" from trim.

ALL RATES ARE GROSS.



TWO-PAGE SPREAD WITH BLEED

SIZE: 16.75"W x 11.125"H

BLEED: Size includes .125" bleed on all sides

REGULAR ISSUE RATE:

Contact multimedia account manager



HALF-PAGE ISLAND

SIZE: 4.5"W x 7.5"H

REGULAR ISSUE RATE:

\$4,430



HALF-PAGE SPREAD WITH BLEED

SIZE: 16.75"W x 5.75"H

BLEED: Size includes .125" bleed left, right and bottom

REGULAR ISSUE RATE:

Contact multimedia account manager



HALF-PAGE HORIZONTAL

SIZE: 7"W x 4.875"H

REGULAR ISSUE RATE:

\$3,895



FULL PAGE AD WITH BLEED

SIZE: 8.5"W x 11.125"H

BLEED: Size includes .125" bleed on all sides

REGULAR ISSUE RATE:

\$5,290



THIRD-PAGE VERTICAL

SIZE: 2.1875"W x 10"H

REGULAR ISSUE RATE:

\$3,370



FULL PAGE AD WITHOUT BLEED

SIZE: 7.75"W x 10"H

REGULAR ISSUE RATE:

\$5,290



THIRD-PAGE SQUARE

SIZE: 4.5"W x 4.875"H

REGULAR ISSUE RATE:

\$3,370



HALF-PAGE VERTICAL

SIZE: 3.375"W x 10"H

REGULAR ISSUE RATE:

\$3,895



QUARTER-PAGE SQUARE AND MARKETPLACE

SIZE: 3.375"W x 4.875"H

REGULAR ISSUE RATE:

\$2,660

MARKETPLACE RATE:

\$870

PRINT MAGAZINE

RATES AND SPECIFICATIONS

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 four-color
- Ads are placed in alphabetical order
- Modify your ad quarterly at no extra cost

SIZE: 3.375"W x 4.875"H

MARKETPLACE RATE:

- Minimum of three insertion orders required per year
- \$870 per month GROSS

COVER SIZE AND RATES

SIZE: 8.5"W x 11.125"H

BLEED OPTION: Size includes .125" bleed on all sides

RATES:

INSIDE FRONT COVER: \$6,240

INSIDE BACK COVER: \$5,960

BACK COVER: \$6,240

Four-color only and noncancellable



PRINT SPECIFICATIONS

Resolution/ Images: 300 dpi	Lines: .25 pt or above	Color: All files convert to CMYK	Rich Black: C=10 M=10 Y=10 K=100	NOT Accepted file types: .dcs, .gif, .png	Accepted file types: .pdf, .jpg, .tif, .eps
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FILE SUBMISSION OR PICK UP INFORMATION

Please send materials in accordance to our terms and conditions. Your materials and pick up information should be emailed to your multimedia account manager. Contact Dawn Medley, dawn.medley@ararental.org, with materials questions.

PRINT MAGAZINE ADD-ONS

Rental Management print add-ons

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

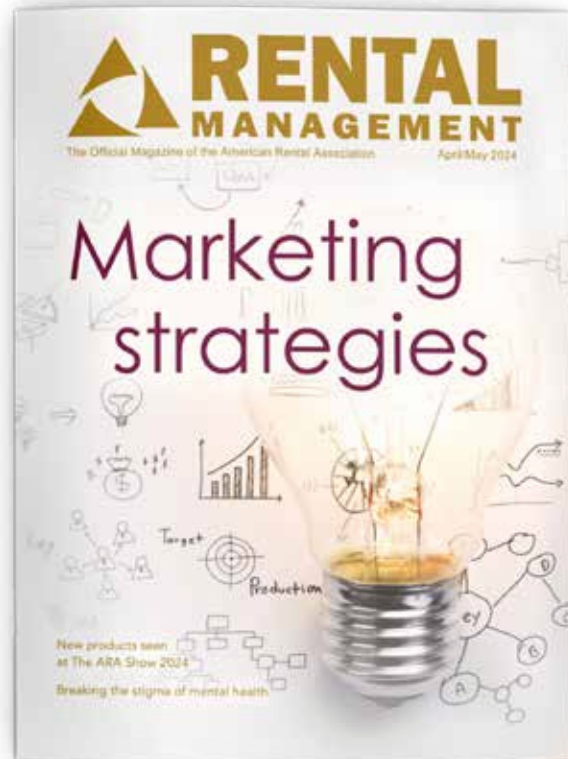
- Two-page spreads
- Inserts
- Bellybands
- Polybags
- Tabs

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* multimedia account manager listed on Page 3 of this media kit.



BELLYBANDS



INSERTS

ADVERTORIAL PROGRAM

ADVERTISEMENT

ISUZU
The power behind it all.™

Isuzu offers rental industry more
POWER CHOICES

Open GenSet
Power Units come
in three sizes

Pre-validated reliable power
Isuzu Open GenSet-Ready Power Units now come in three sizes: 4L, 6H and 6H. As delivered, all are at least 90 percent pre-validated. Our 4L-Series is equipped as a 3.0L, 4-cylinder, 71 kW (95 hp) constant speed at 1,800 rpm diesel engine. The 6H-Series is equipped with a 5.2L, 4-cylinder, 127.4 kW (171 hp) constant speed at 1,800 rpm and the 6H-Series 7.8L, 6-cylinder, 194 kW (260 hp) at 1,800 rpm. These are all Tier 4 Final Certified and branded under Isuzu REDTech™ (Reliable, Eco-Friendly, Durable, and Technologically Advanced Diesel Technology). Isuzu Open GenSet-Ready Power Units are built using all components and features necessary to successfully meet all installation testing criteria associated with long engine life while also maintaining optimized performance — Isuzu REDTech™ Power Units have been engineered for use with several different generator manufacturer products, providing more available power and choices for rental market needs.



4LJLX SERIES
71 kW (95 HP) Tier 4 Final

6H4LX SERIES
127.4 kW (171 HP) Tier 4 Final

6H6LX SERIES
194 kW (260 HP) Tier 4 Final

Isuzu REDTECH



IDST: The Isuzu Diagnostic Service Tool

Durable and eco-friendly GenSet power
The standard power unit packages are engineered to include an air intake system with dual element air cleaners, exhaust gas after-treatment system, a complete cooling package, vibration isolators, engine and cooling packages and all engine filters. The power unit engine control module and wiring harness incorporate all pressure, coolant temperature, intake air pressure and temperature, and engine speed sensors and shut-downs. These complete power units can also be assembled to a customer specified design of pre-validated dual fuel/generator configurations, resulting in a 100 percent pre-validated Open GenSet Power Unit. Also, these engines carry one of the best warranties in the industry, 5 years/5,000 hours and our power unit components, 2 years/2,000 hours.

Pre-tested durable power – saving engineering resources
All models of Isuzu REDTech™ Open GenSet Power Units have also been designed with a generator ready skid base that has been 100 percent validated for one or more selected generator model/frame sizes. Also, you can use one of these complete GenSet Ready Isuzu REDTech™ designs (power unit with cover, mounting/insulators and optional skid) with a pre-validated generator from several different approved manufacturers, saving their engineering resources.

Isuzu Motors America, LLC
Plymouth, Mich.
248-497-3902
bob.links@isuzu.com
isuzuengines.com

Focused on rental market needs

"Another way we are helping the rental markets is with our IDST Tool (Isuzu Diagnostic Service Tool) for diagnostic trouble codes and automatic engine identification which can read and clear ECM DTCs or read only DTCs and perform a forced SCR purge. These tools are available through our Isuzu distributors," said Bob Links, Executive Sales Manager, Isuzu Motors America, LLC.

"Just last year, we started a training program through some of our distributors, in certain parts of the country, for the rental market. This addresses a need for more hands-on support for general maintenance or trouble shooting with turbo chargers, SCRs and fuel injectors. All to better serve rental market needs," Links said.

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

Choose from:

The Rental Management Profile Series

The two-page spread will include a short question-and-answer interview with a company executive and photos to help readers learn more about your company.

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.

Rate:

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

SPECIAL PRINT ISSUES RATES AND SPECIFICATIONS



Rental Management

The ARA Show Directory

Rates:

Rates are GROSS

1 page	\$4,000
½ page island	\$3,300
½ page	\$2,750
¼ page	\$2,000
Marketplace	\$800

Cover Rates:

Rates are GROSS and non-refundable

Inside front cover	\$4,250
Inside back cover	\$4,085
Back cover	\$4,250

SPECIFICATIONS

Special Issues

All special issue specifications are identical to the *Rental Management* print specifications on Page 16.

THE ARA SHOW LOGO GUIDELINES

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. Please note: the updated logo includes a registered mark. 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.

Correct



Incorrect



Do not substitute any other colors for the approved logo colors.



Do not place the logo over a cluttered background.



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 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

Correct

The ARA Show exhibitors may add their booth number near ARA logos. Any font and color used for the booth number is acceptable.



BOOTH # 1234



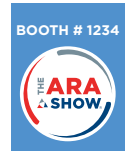
BOOTH # 1234



BOOTH # 1234



BOOTH # 1234



BOOTH # 1234

Incorrect

Do not incorporate the booth number visually as part of the logo.



BOOTH # 1234



BOOTH # 1234



BOOTH # 1234



BOOTH # 1234



BOOTH # 1234

The booth number should not overlap or become part of ARA logos.

ARA LOGO GUIDELINES

Overall ARA logo guidelines

Placement

Preferred placement of logos would be in the top left or bottom right corner of your advertisement whenever possible.

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.

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.

Downloadable logo location

ARArental.org/learn/marketing-advertising

Logo usage

The ARA associate member logo

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.

Correct



Incorrect



Do not substitute any other colors for the approved logo colors.



Do not place the logo over a cluttered background.



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 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.

POLICIES

TERMS AND CONDITIONS

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. Publisher reserves the right to reject any advertisement. Covers are noncancellable.

Material Collection: Advertiser agrees to submit proper materials within dates outlined on this insertion order or the advertisement may not run.

Commissions: To recognized agencies, 15 percent of gross billing on print products. No cash discount. Agency commission may be denied on accounts 30 days past due.

Inserts: Contact your account manager for rates, quantities and other details.

Preferred Positions: 10 percent premium on space charge. Covers are noncancellable.

Bleed: No additional charge.

Webinars: Must be purchased 3 months in advance with an agreed upon date. Advertiser is responsible for securing speakers and presentation materials on the dates agreed upon with the production team. Advertiser is responsible for prompt communication with ARA and production team to ensure a successful event; this includes all technical rehearsals and planning meetings. ARA will supply a moderator.

Sponsored eblasts: Advertiser is responsible for sending in appropriate materials via Smartsheet two weeks prior to launch of the agreed upon email date. Failure to do so may prevent the email from running. Advertiser will be charged.

QUESTIONS?

For more information about American Rental Association brand standards, including The ARA Show logo, or our media platform, please contact our team:

content@ararental.org

For more information about *Rental Management* specifications and delivery of files please contact:

Lauren Mau

lauren.mau@ararental.org