



# The ARA Show advertising with *Rental Management* Media Group

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#### SHOW ADVERTISING OFFERING

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#### 5 spots available for four days

# The ARA Show Daily eblast advertising

This includes a microbutton in the email and rotating positions in five spots on all articles and videos in The ARA Show $^{TM}$  Daily.

\$2,500 per spot

#### **SPECIFICATIONS**

#### **Banner specs:**

67x67, 728x90, 970x80, 300x600, 300x250, 300x100

#### 3 spots available (Thurs., Fri., Sat.)

# Video sponsorship of The ARA Show Daily video package – one day exclusive

Advertisers receive an intro and outro, that includes a logo, in the video package that begins the daily news and information of The ARA Show Daily. Advertisers will have a booth visit/interview within the video package. Only one advertiser/sponsor for each video. \$4,000 per day

#### Partnership agreement:

Advertiser agrees to coordinate with video staff pre-show to ensure successful fulfillment.

#### 12 spots available

#### The ARA Show Spotlight – Booth Check-In

The ARA Show Spotlight is a quick interview (up to 1 minute) at the advertiser's booth. The interview will be included in the Deal of the Day section of The ARA Show Daily eblast. *RM* Media Group will share the video with the advertiser upon completion. \$2,500 per video

#### Partnership agreement:

Advertisers agree to a 20-minute pre-show meeting with our video staff to discuss at-show production.

#### **Exclusive opportunity**

### Video sponsorship of The ARA Show wrap-up package

Advertiser receives an intro and outro, that includes a logo, in the video package that begins The ARA Show wrap-up eblast. Advertiser will have a booth visit/interview within the video package.

\$4,000

#### Partnership agreement:

Advertiser agrees to send their logo by Jan. 2 to *RM* Media Group for pre-production. In addition, advertiser agrees to a pre-show meeting with our video staff to coordinate the production.

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

#### Mary Moore Larick

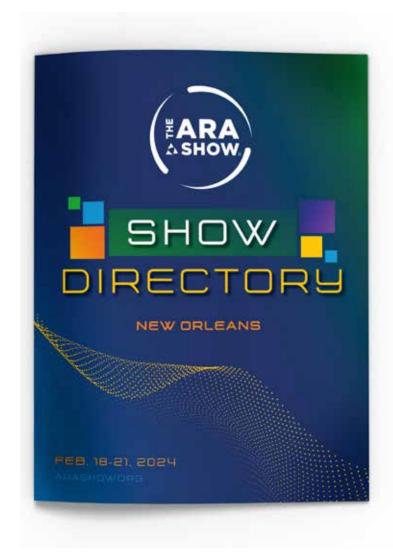
mary.larick@ararental.org • 309.277.4279

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

# 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.