



The ARA Show advertising with Rental Management Media Group

SHOW ADVERTISING OFFERING

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™ Daily.

\$2,500 per spot

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

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

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

SPECIFICATIONS

Banner specs:

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

Partnership agreement:

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

Partnership agreement:

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

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.