

2024

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
- In Your Region monthly newsletter
 - Microbutton in monthly email and website banners
- Safety monthly newsletter
 - Microbutton in monthly email and website banners

SPONSORED CONTENT

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

PRINT MAGAZINE AND ADD-ONS

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

MEET OUR TEAM

SALES STAFF

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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

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YOUR TARGET AUDIENCE

AUDIENCE SURVEY RESULTS

76%

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

40%

Readers consume *Rental Management* news in **both print and online publications.**

32%

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

37%

Readers believe **magazine advertising is their most important source** of purchasing information.

26%

Readers **requested more information** from a distributor or company based on an ad they saw in *Rental Management*.

Source: Signet AdImpact™, April/May 2023

PRINT MAGAZINE

18,200 subscribers

Average July 2022 – July 2023 *Rental Management* issues

9 REGULAR
ISSUES

2 average readers
per issue

2 segments of rental
coverage: equipment
and event

NEWSLETTERS

Rental Pulse

Delivered to

25,000+

subscribers weekly

Open rate

40%

Rental Management News

Delivered to

41,000+

subscribers monthly

Open rate

32%

In Your Region

Delivered to

33,000+

subscribers monthly

Open rate

35%

Safety

Delivered to

41,000+

subscribers monthly

Open rate

35%

ONLINE NEWS PLATFORM

30,000+ online viewers per month

Rental Management, Rental Pulse newsletter, Safety newsletter, In Your Region newsletter, Sponsored Content

2.5 page views
per session

1 minute average
engagement time per page

7 events
per session



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 for four spots below the leaderboard on all articles and videos in Rental Pulse for the month.

Rate:
\$2,000 per month NET

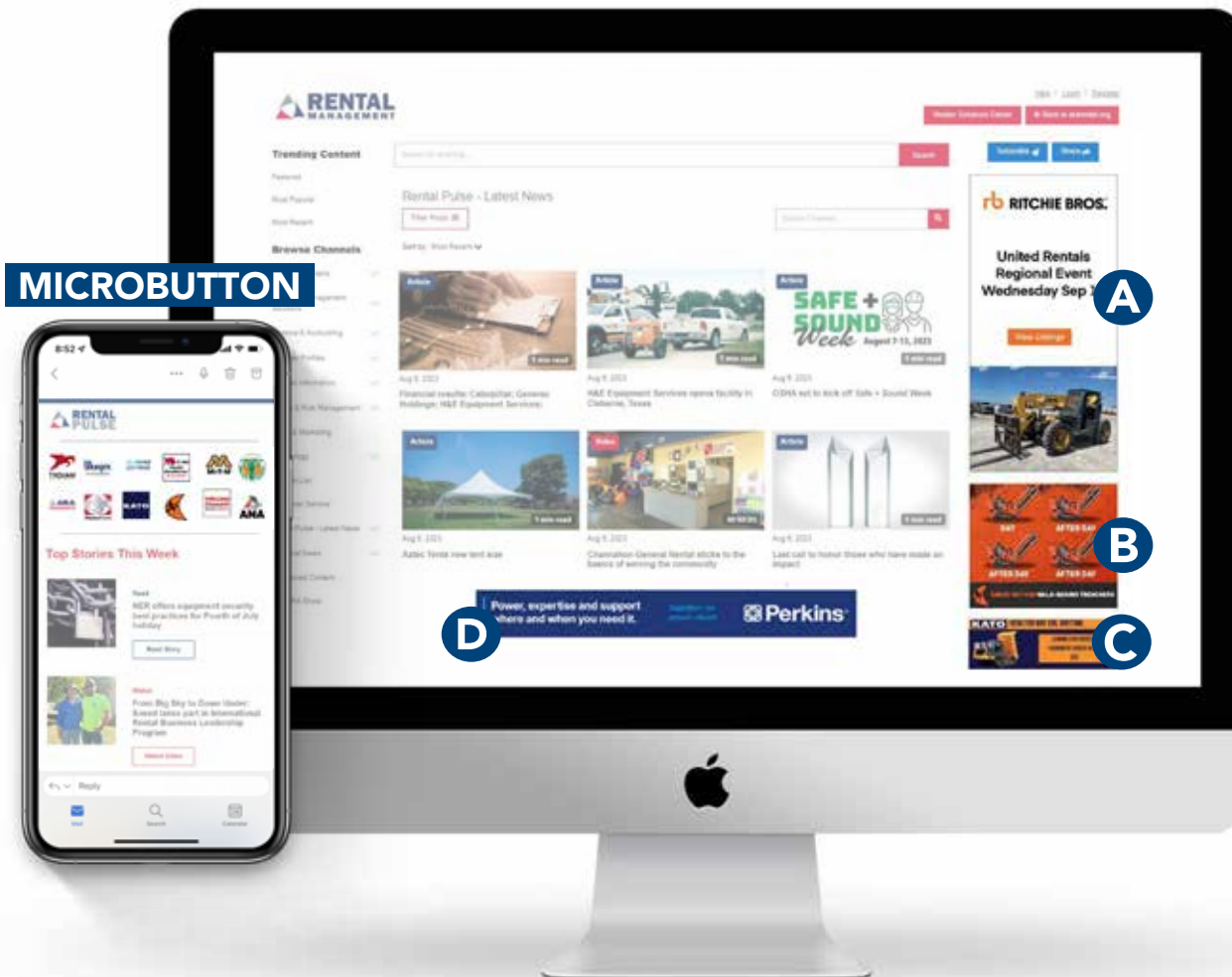
Average impressions per month

33,000

Open rate

40%

Month	Ad Close Date	Materials Due Date
January	12/1/23	12/5/23
February	1/3/24	1/5/24
March	2/1/24	2/5/24
April	3/6/24	3/8/24
May	4/3/24	4/5/24
June	5/1/24	5/3/24
July	6/5/24	6/7/24
August	7/1/24	7/3/24
September	8/1/24	8/5/24
October	9/4/24	9/6/24
November	10/2/24	10/4/24
December	11/1/24	11/5/24



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

Average impressions per month

43,000



Open rate

40%

Rental Pulse brand awareness special

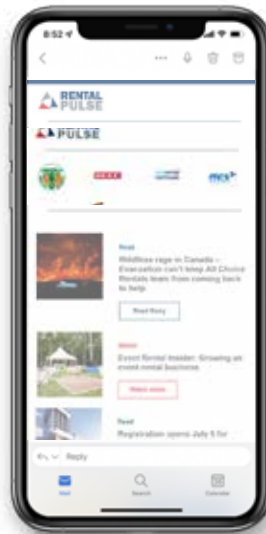
microbuttons, banner and leaderboard

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:

\$2,500 per month NET

MICROBUTTON



SIZES (pixels)

LEADERBOARD

970 x 80

A BANNER

300 x 600

B BANNER

300 x 250

C BANNER

728 x 90

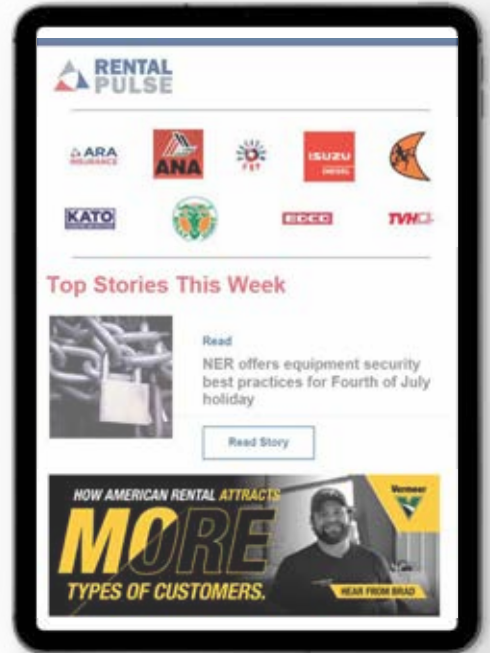
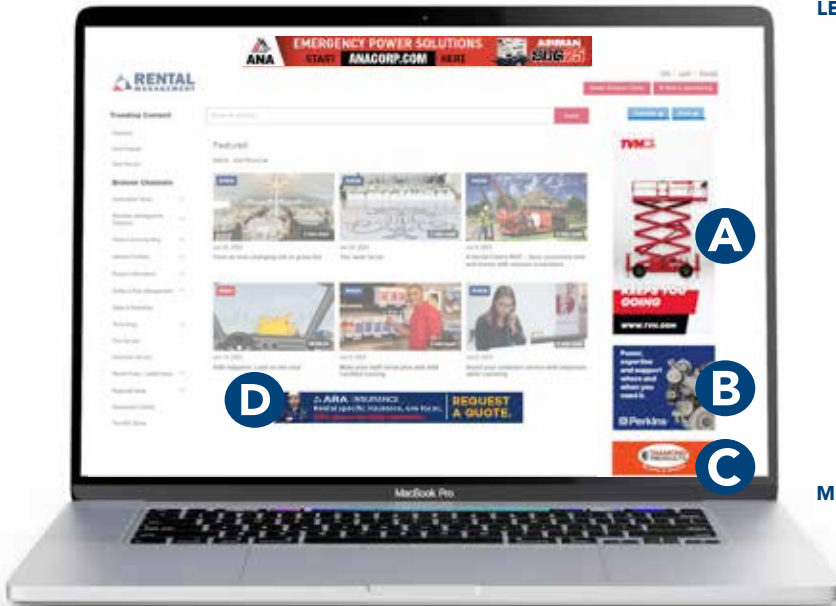
D BANNER

300 x 100

E MICROBUTTON

67 x 67

LEADERBOARD



CALL-TO-ACTION BANNER

MICROBUTTON

630 x 230

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

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 online content

Place your contributed article or video thumbnail in our sponsored content carousel within this channel on news.ararental.org for a month and have your article headline linked within a Sponsored Content category in Rental Pulse for one week.

Rate:

\$1,000 NET

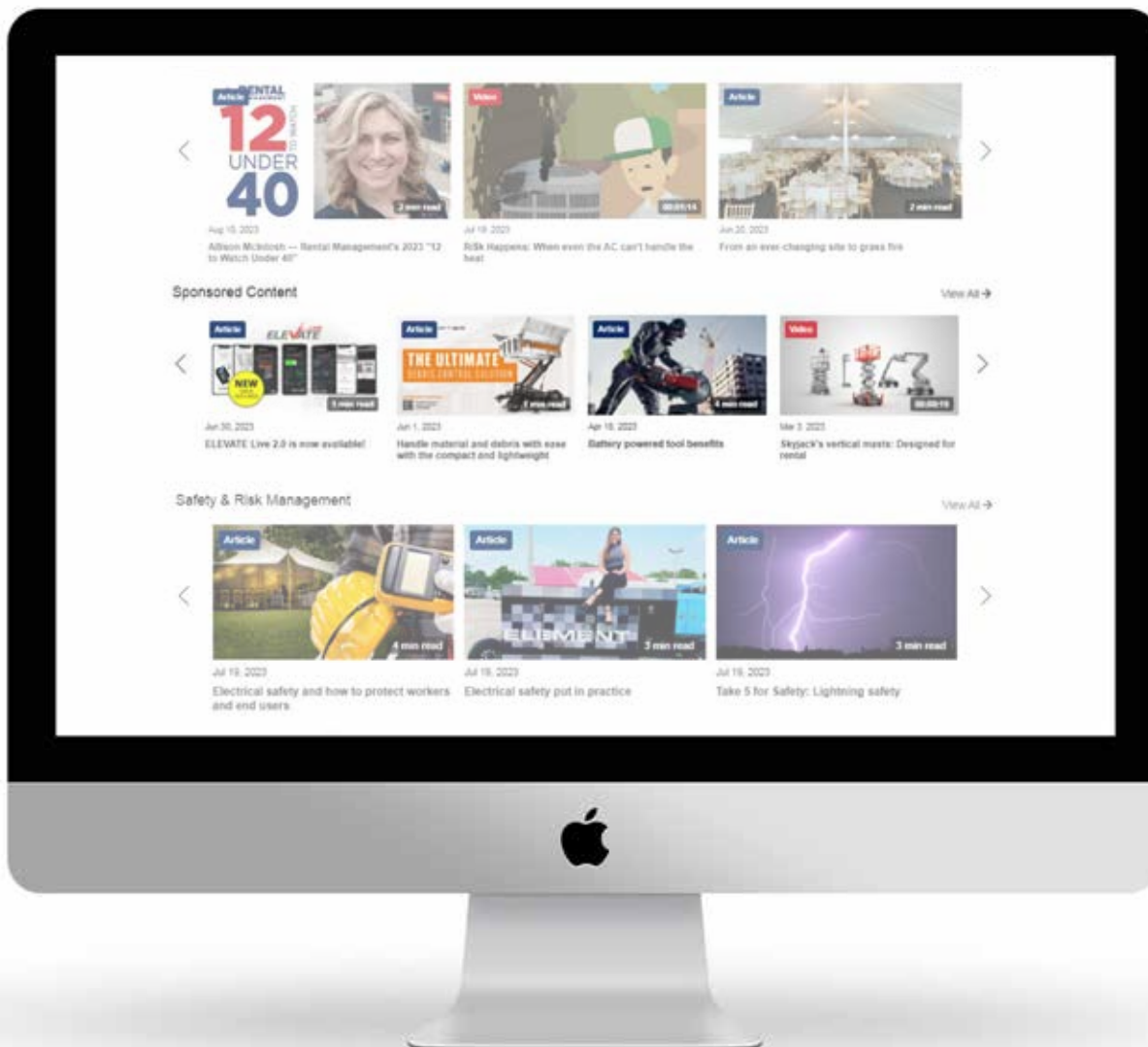
SPECIFICATIONS

Thumbnail size:

640 x 360 pixels

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

SPONSORED CONTENT THUMBNAIL



SIZE
(pixels)

**SPONSORED CONTENT
THUMBNAIL**
640 x 360

ONLINE NEWS PLATFORM

Rental Management microbuttons and banners

These ad placements are aimed 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 on four spots below the leaderboard on all *Rental Management* magazine content published that month.

Microbutton size: 67 x 67

Rate: \$1250 per month NET

Average impressions per month

26,500

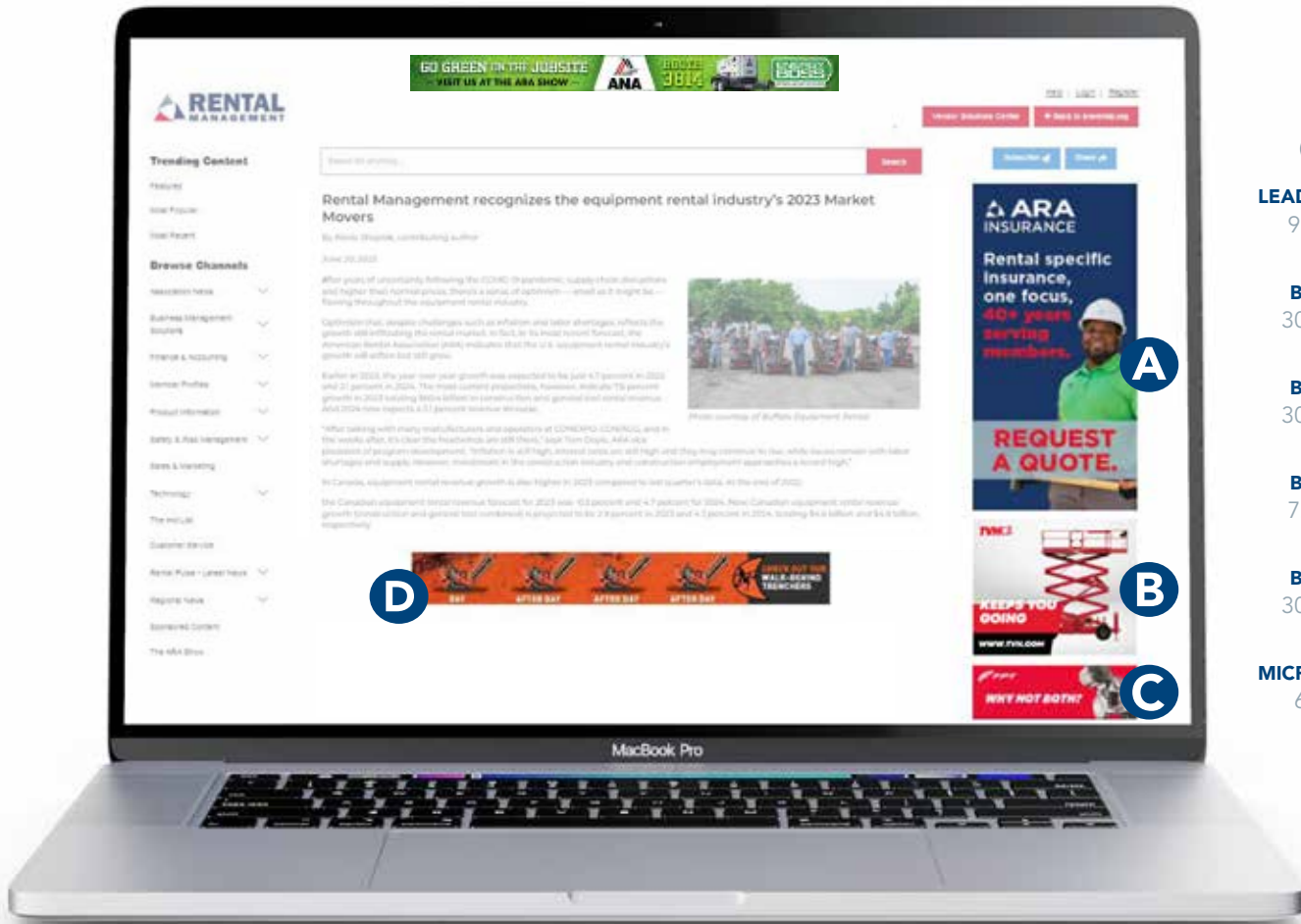


Open rate

32%

LEADERBOARD

Month	Ad Close Date	Materials Due Date	Publish Date
January	12/1/23	12/5/23	1/3/24
February	1/2/24	1/4/24	2/1/24
March	2/1/24	2/5/24	3/4/24
April	3/1/24	3/5/24	4/1/24
May	4/1/24	4/3/24	5/1/24
June	5/1/24	5/3/24	6/3/24
July	6/3/24	6/5/24	7/1/24
August	7/1/24	7/3/24	8/1/24
September	8/1/24	8/5/24	9/4/24
October	9/2/24	9/4/24	10/1/24
November	10/1/24	10/3/24	11/4/24
December	11/1/24	11/5/24	12/2/24



SIZES
(pixels)

LEADERBOARD

970 x 80

A
BANNER
300 x 600

B
BANNER
300 x 250

C
BANNER
728 x 90

D
BANNER
300 x 100

E
MICROBUTTON
67 x 67

LEADERBOARD

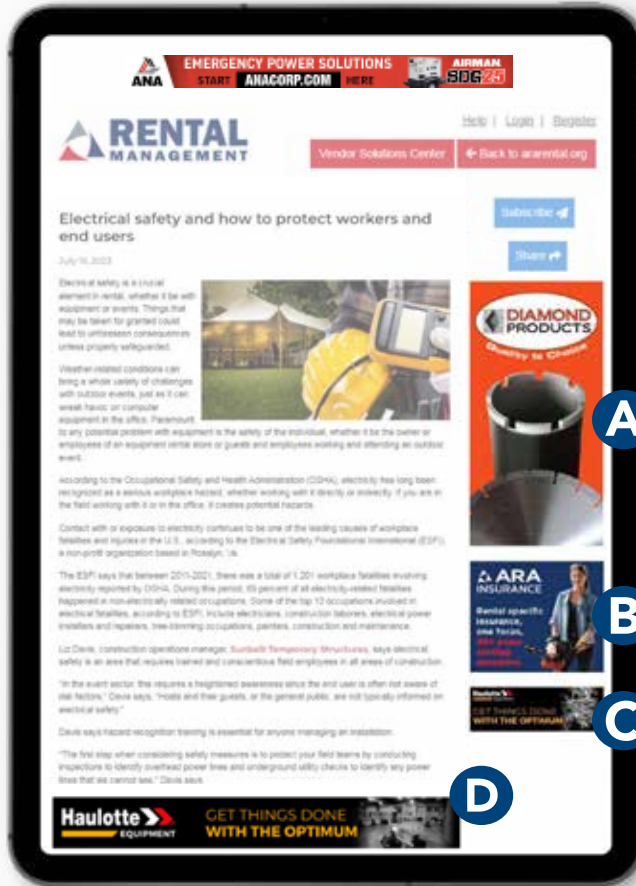
Average impressions per month
21,000



Open rate
34%

Safety
newsletter

microbuttons
and banners



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

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, Take 5 for Safety and more engaging content. The offering includes microbutton in the email and rotating position in four spots below the leaderboard on all safety content published that month.

Rate:
\$1250 per month NET

Safety deadlines

Month	Ad Close Date	Materials Due Date	Publish Date
January	12/15/23	12/19/23	1/17/24
February	1/23/24	1/25/24	2/23/24
March	2/14/24	2/16/24	3/20/24
April	3/15/24	3/19/24	4/17/24
May	4/15/24	4/17/24	5/15/24
June	5/17/24	5/19/24	6/19/24
July	6/17/24	6/19/24	7/17/24
August	7/19/24	7/23/24	8/21/24
September	8/16/24	8/20/24	9/18/24
October	9/16/24	9/18/24	10/16/24
November	10/18/24	10/22/24	11/20/24
December	11/15/24	11/19/24	12/18/24

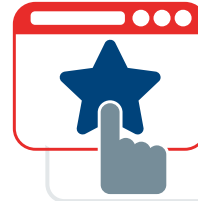


MICROBUTTON

In Your Region newsletter

Average impressions per month

17,000



Open rate

34%

microbuttons and banners

The 10 regional newsletters go to an aggregate total of more than 41,500 subscribers. These newsletters highlight regional topics to a focused and engaged audience. The offering includes microbutton in the email and rotating position on four spots below the leaderboard on all the in your region content published that month.

Microbutton size: 67x67

Rate:

\$1250 per month NET

LEADERBOARD

In Your Region deadlines

Month	Ad Close Date	Materials Due Date	Publish Date
January	12/8/23	12/12/23	1/9/24
February	1/12/24	1/16/24	2/13/24
March	2/12/24	2/14/24	3/12/24
April	3/8/24	3/12/24	4/9/24
May	4/8/24	4/10/24	5/7/24
June	5/10/24	5/14/24	6/11/24
July	6/10/24	6/12/24	7/9/24
August	7/12/24	7/16/24	8/13/24
September	8/9/24	8/13/24	9/10/24
October	9/9/24	9/11/24	10/8/24
November	10/14/24	10/16/24	11/12/24
December	11/11/24	11/13/24	12/10/24



SIZES
(pixels)

LEADERBOARD

970 x 80

A

BANNER

300 x 600

B

BANNER

300 x 250

C

BANNER

728 x 90

D

BANNER

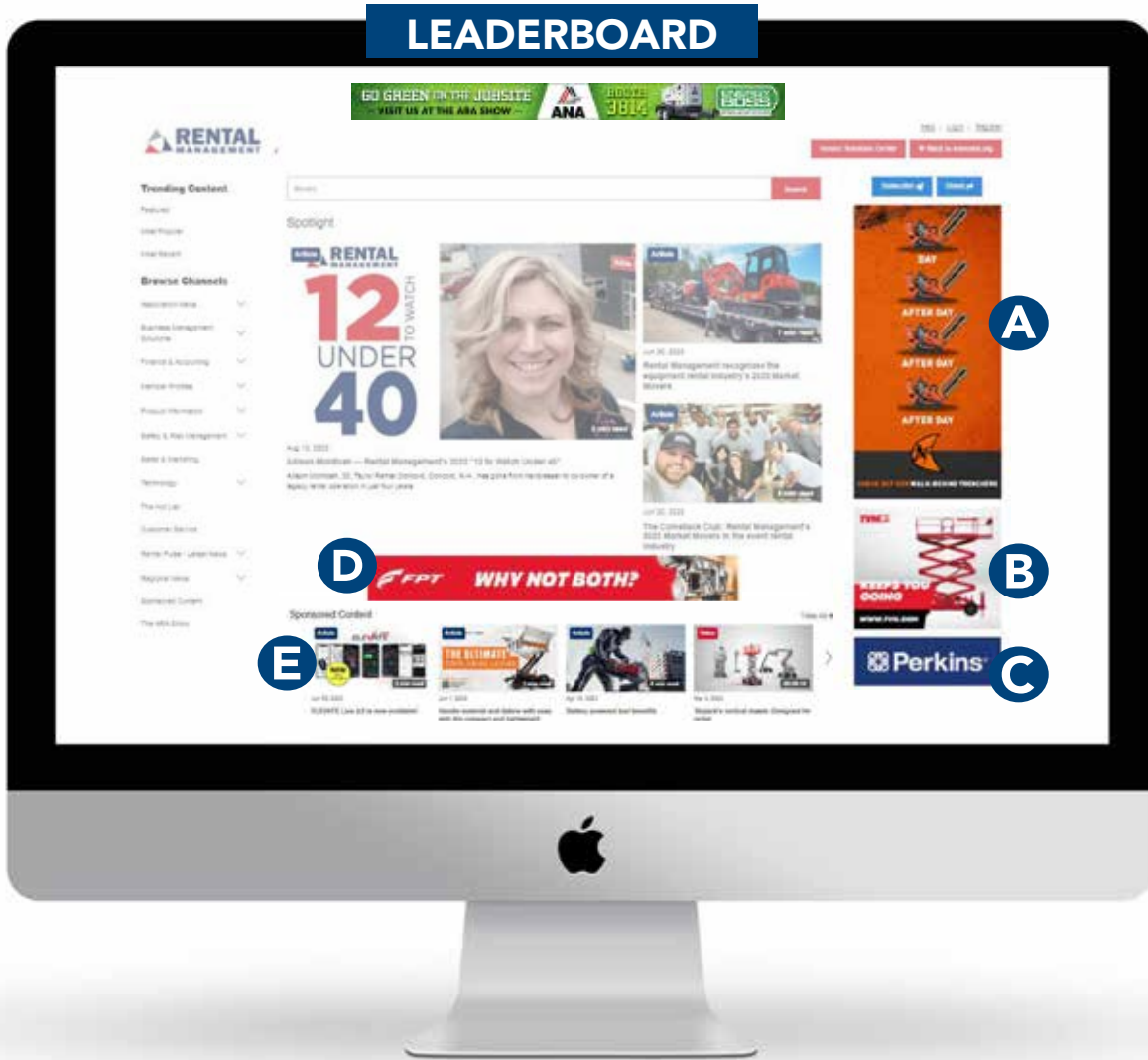
300 x 100

E

MICROBUTTON

67 x 67

ONLINE NEWS PLATFORM SPECIFICATIONS



BANNER SIZES
(pixels)

LEADERBOARD

970 x 80

A

BANNER
300 x 600

B

BANNER
300 x 250

C

BANNER
728 x 90

D

BANNER
300 x 100

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

	THEME	EQUIPMENT PRODUCTS
JANUARY	The ARA Show™ pre-show issue	The ARA Show 2024 exhibitor products.
JANUARY	The Hot List 2024: New products at The ARA Show Features The ARA exhibitor products that are new to the equipment and event rental industry.	The Hot List 2024: New products at The ARA Show.
FEBRUARY	The ARA Show at-show issue	The ARA Show 2024 exhibitor products.
FEBRUARY	The ARA Show Directory 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 February issue of <i>Rental Management</i> .	
MARCH	The ARA Show news coverage 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).	All construction equipment.
APRIL/MAY	The ARA Show ‘Seen on the show floor’ product coverage; Signet Research issue Seen on the show floor section.	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.
JUNE/JULY	Market Movers	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.
AUGUST/ SEPTEMBER	12 to Watch Under 40	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.
OCTOBER	Technology issue; Signet Research issue All technology-related products. Exhibitor products for The ARA Show 2025.	Power generation, light towers, air compressors, demolition and renovation tools.
NOVEMBER	The ARA Show planning issue Exhibitor products for The ARA Show 2025.	Trailers, carriers, trucks, pickups, conveyors, fuel tanks, engines. Also, lawn, garden and landscaping equipment.
DECEMBER	Outlook Issue Exhibitor products for The ARA Show 2025.	All associate member products.

EVENT PRODUCTS

CLOSE DATE

MATERIALS DUE DATE

MAILED DATE

The ARA Show 2024 exhibitor products.

Nov. 15, 2023

Nov. 17, 2023

Jan. 2, 2024

The Hot List 2024: New products at the show.

Nov. 15, 2023

Nov. 17, 2023

Jan. 2, 2024

The ARA Show 2024 exhibitor products.

Dec. 19, 2023

Dec. 21, 2023

Jan. 30, 2024

Dec. 19, 2023

Dec. 21, 2023

Jan. 30, 2024

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.

Jan. 22, 2024

Jan. 24, 2024

March 12, 2024

Event: Festival equipment including tents, tent accessories, stakes, ballast, sidewalls, generators, air conditioning, fans, misters.

March 13, 2024

March 15, 2024

April 16, 2024

All event-related products.

May 8, 2024

May 10, 2024

June 11, 2024

Tabletop items including servingware, glassware, flatware, dishes, centerpieces. Also, outdoor event equipment such as grills, portable kitchens, cooking and concession items, canopies, utility vehicles.

July 17, 2024

July 19, 2024

Aug. 13, 2024

Crowd control, traffic control, barriers, trade show equipment such as pipe and drape, props, displays, sanitization equipment.

Sept. 4, 2024

Sept. 6, 2024

Oct. 1, 2024

Tables, chairs, lounge and lighted furniture, linens, disposables.

Oct. 2, 2024

Oct. 4, 2024

Oct. 29, 2024

All associate member products.

Oct. 30, 2024

Nov. 1, 2024

Nov. 27, 2024

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:

1X \$4,839 3X \$4,656

6X \$4,430 9X \$4,315



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:

1X \$4,294 3X \$4,166

6X \$3,895 9X \$3,580



FULL PAGE AD WITH BLEED

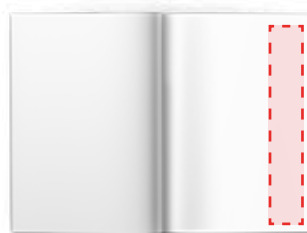
SIZE: 8.5"W x 11.125"H

BLEED: Size includes .125" bleed on all sides

REGULAR ISSUE RATE:

1X \$5,788 3X \$5,548

6X \$5,290 9X \$5,155



THIRD-PAGE VERTICAL

SIZE: 2.1875"W x 10"H

REGULAR ISSUE RATE:

1X \$3,641 3X \$3,554

6X \$3,370 9X \$3,310



FULL PAGE AD WITHOUT BLEED

SIZE: 7.75"W x 10"H

REGULAR ISSUE RATE:

1X \$5,788 3X \$5,548

6X \$5,290 9X \$5,155



THIRD-PAGE SQUARE

SIZE: 4.5"W x 4.875"H

REGULAR ISSUE RATE:

1X \$3,641 3X \$3,554

6X \$3,370 9X \$3,310



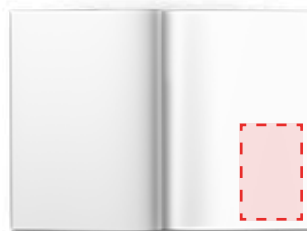
HALF-PAGE VERTICAL

SIZE: 3.375"W x 10"H

REGULAR ISSUE RATE:

1X \$4,294 3X \$4,166

6X \$3,895 9X \$3,580



QUARTER-PAGE SQUARE AND MARKETPLACE

SIZE: 3.375"W x 4.875"H

REGULAR ISSUE RATE:

1X \$3,054 3X \$2,815

6X \$2,660 9X \$2,600

MARKETPLACE RATE: \$870

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 non-cancelable



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

File transfer:

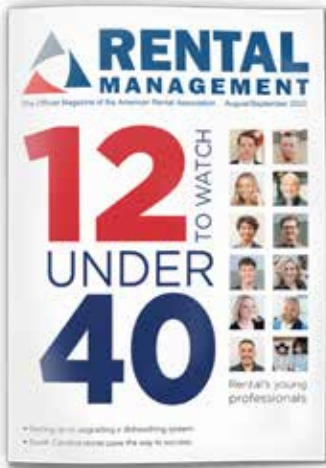
Email to your multimedia
account manager.

File name:

Label files as:
rentalmanagement_month_year

Pick up information:

Specify month and year of the
ad preferred to run.



Rental Management editorial coverage

Rental Management offers more coverage of industry topics than any other rental industry publication.

- More products in equipment and event rental than any other industry publication
- Safety and risk management tips and resources
- Tips on best business practices
- Economic and industry data
- Human resources
- Legal advice
- Exclusive and extensive coverage of The ARA Show
- Government affairs initiatives and updates
- News from the American Rental Association (ARA)
- More rental company and supplier profiles

PRINT 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.



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, 4H and 4H+. As detailed, all are at least 90 percent pre-validated. Our 4L Series is equipped with a 3.0L, 4-cylinder, 71 kW (95 hp) constant speed at 1,800 rpm diesel engine. The 4H Series is equipped with a 5.2L, 4-cylinder, 127.4 kW (171 hp) constant speed at 1,800 rpm and the 4H+ 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 maximizing optimized performance – Isuzu REDTech™ Power Units have been engineered for use with several different generator manufacturers' products, providing more available power and choices for rental market needs.



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



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



4H4H+ SERIES
194 kW (260 HP) Tier 4 Final

RED
RELIABLE ECO-FRIENDLY DURABLE TECHNOLOGICALLY ADVANCED



ISDT 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 isolates engine and mounting package 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 and low-generator combination, resulting in a 100 percent pre-validated Open GenSet Power Unit. Also, these engines carry one of the best warranties in the industry: 3 years/3,000 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 validated with a generator ready skid base that has been 100 percent validated for use on more selected generator model/frame lines. Also, you can use one of these complete (GenSet Ready) Isuzu REDTech™ design power unit with extra modules, mounting/isolates and optional controller with a pre-validated generator from several different approved manufacturers, saving them 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 ISDT Tool (Isuzu Diagnostic Service Tool) for diagnostic trouble codes and automatic engine identification which can read and clear ECM DTCs or read only OBD 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 Hot List and 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:

(The Hot List and The ARA Show Directory)

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 17.

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

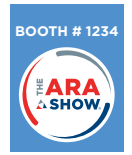
BOOTH # 1234



BOOTH # 1234



BOOTH # 1234



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

Note: These apply to all *Rental Management* Media Group products.

Bleed: No additional charge.

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. An advertiser failing to meet a contracted frequency program will be subject to short rate at the current year's rate card. Publisher reserves the right to reject any advertisement. Covers are non-cancellable.

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

Frequent *Rental Management* Advertiser: A frequent *Rental Management* advertiser is a company that has placed advertising in three or more months out of the last 12 months.

Inserts: Contact your advertising representative for rates, quantities and other details.

Preferred Positions: 10 percent premium on space charge. Covers are non-cancelable.

Standard Display Rates: Rates are based on the total number of display advertising units, of any size, used within 12 consecutive months. Multiple page ads count as one unit for each page. Different sizes of ads may be combined to achieve total program frequency. Divisions of the same parent company may combine ad schedules within the same year to earn lower frequency rate.

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



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800.334.2177

news.ARarental.org

RentalManagementMag.com

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