

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

FILE SUBMISSION OR PICK UP INFORMATION

File transfer:

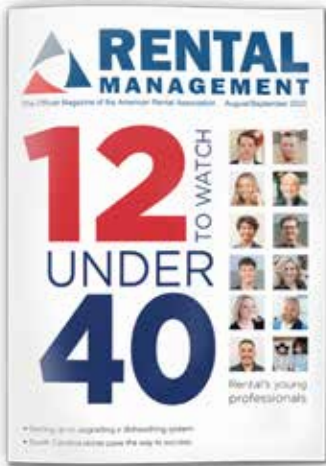
Email to your multimedia
account manager.

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

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: 4J, 4K and 6K. As detailed, all are at least 90 percent pre-validated. Our 4J Series is equipped with a 3.0L, 4-cylinder, 71 kW (95 hp) constant speed at 1,800 rpm diesel engine. The 4K Series is equipped with a 5.2L, 4-cylinder, 127.4 kW (171 hp) constant speed at 1,800 rpm and the 6K 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.

4JJ1X SERIES
71 kW (95 HP) Tier 4 Final

4JK1X SERIES
127.4 kW (171 HP) Tier 4 Final

6HK1X SERIES
194 kW (260 HP) Tier 4 Final

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 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 shuttles. 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 IDST 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.