



The ARA Show advertising with *Rental Management* Media Group

The ARA Show Daily eblast advertising

This includes a microbutton in the email and rotating positions in 5 spots on all articles and videos in The ARA Show Daily. **5 spots available for 4 days.** \$2,500 per spot

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

The 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. **3 spots available (Mon., Tues., Wed.)** \$4,000 per day

New Product Showcase series

The New Product Showcase series features advertiser provided videos (30 to 45 seconds) in one Rental Pulse eblast during January or February. Sundays are available on a first come, first served basis. A headline about your product will appear in Rental Pulse with a link to your video. **30 spots available, 5 spots per week for 6 weeks.** \$1,500 per video

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. **12 spots available.** \$2,500 per video

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. **This is an exclusive opportunity.** \$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 send a 30- to 45-second .mp4 file to the RM Media Group.

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 Feb. 1 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* advertising representative for more details.

Mary Moore Larick

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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
Australia, Asia, Central America, South America

Madison Krause

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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
Europe, Middle East, Africa