



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

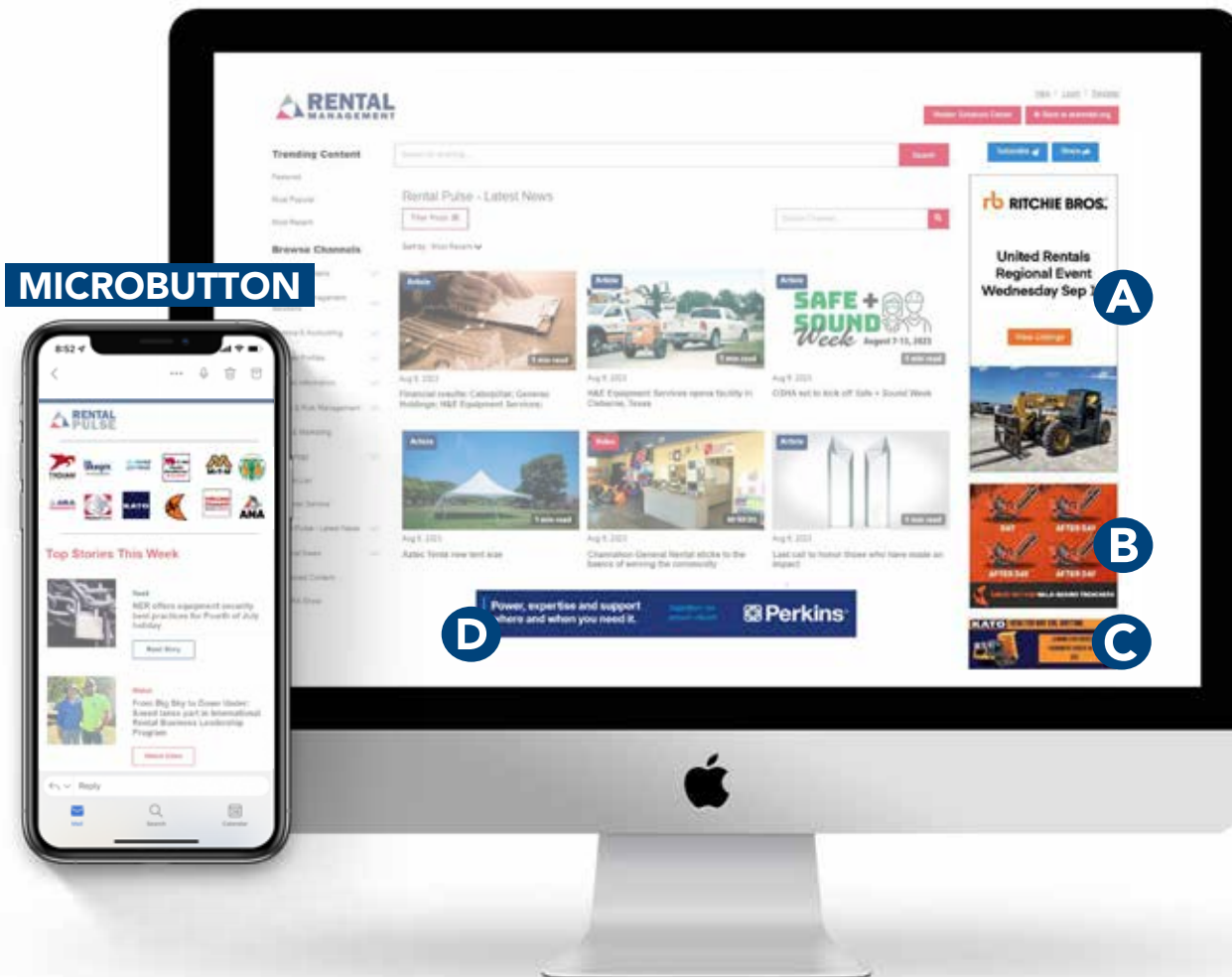
Average impressions per month

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%

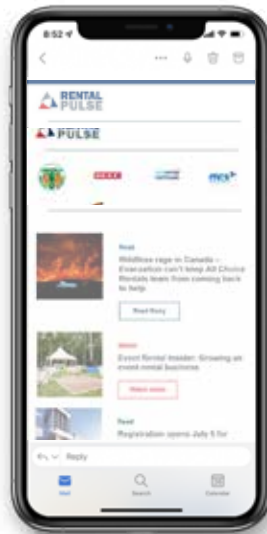
Rental Pulse brand awareness special microbuttons, banner and leaderboard

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

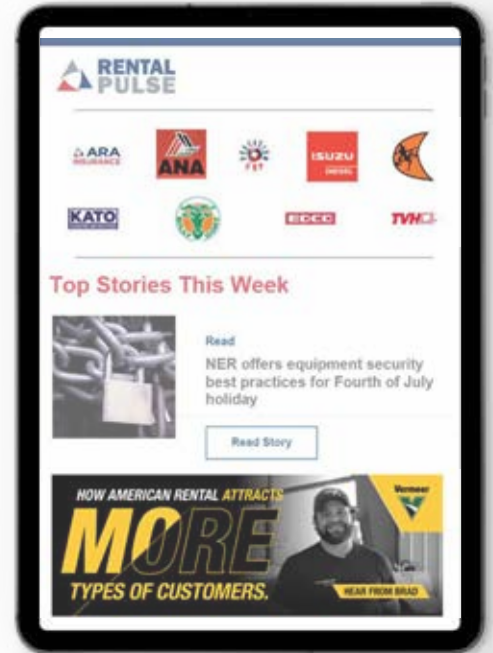
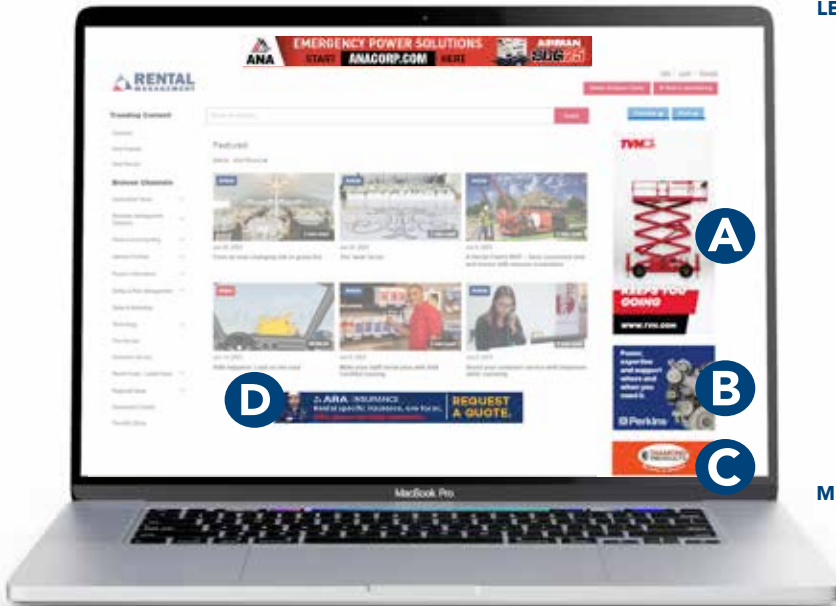
**D
BANNER**

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

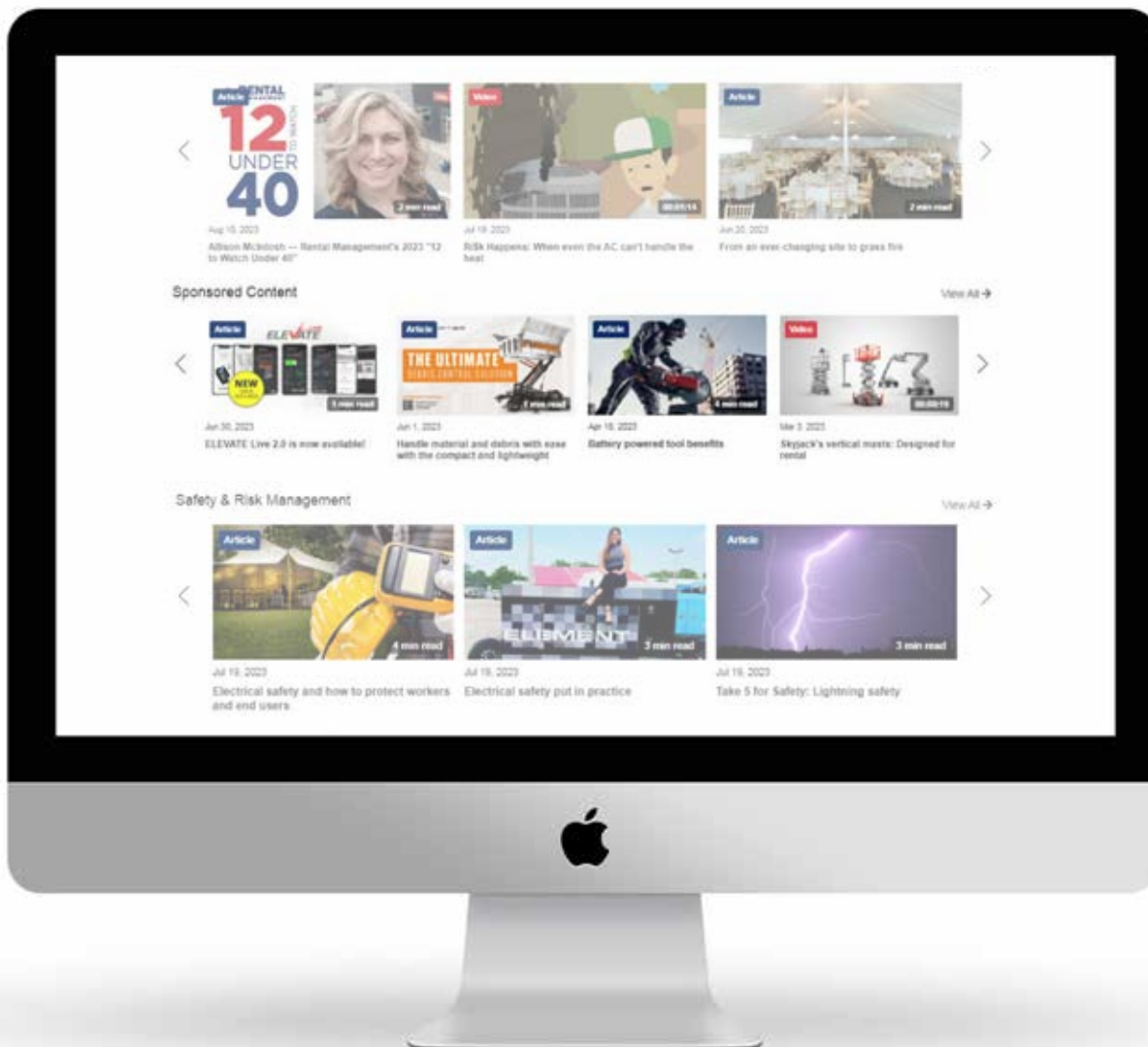
SPECIFICATIONS

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

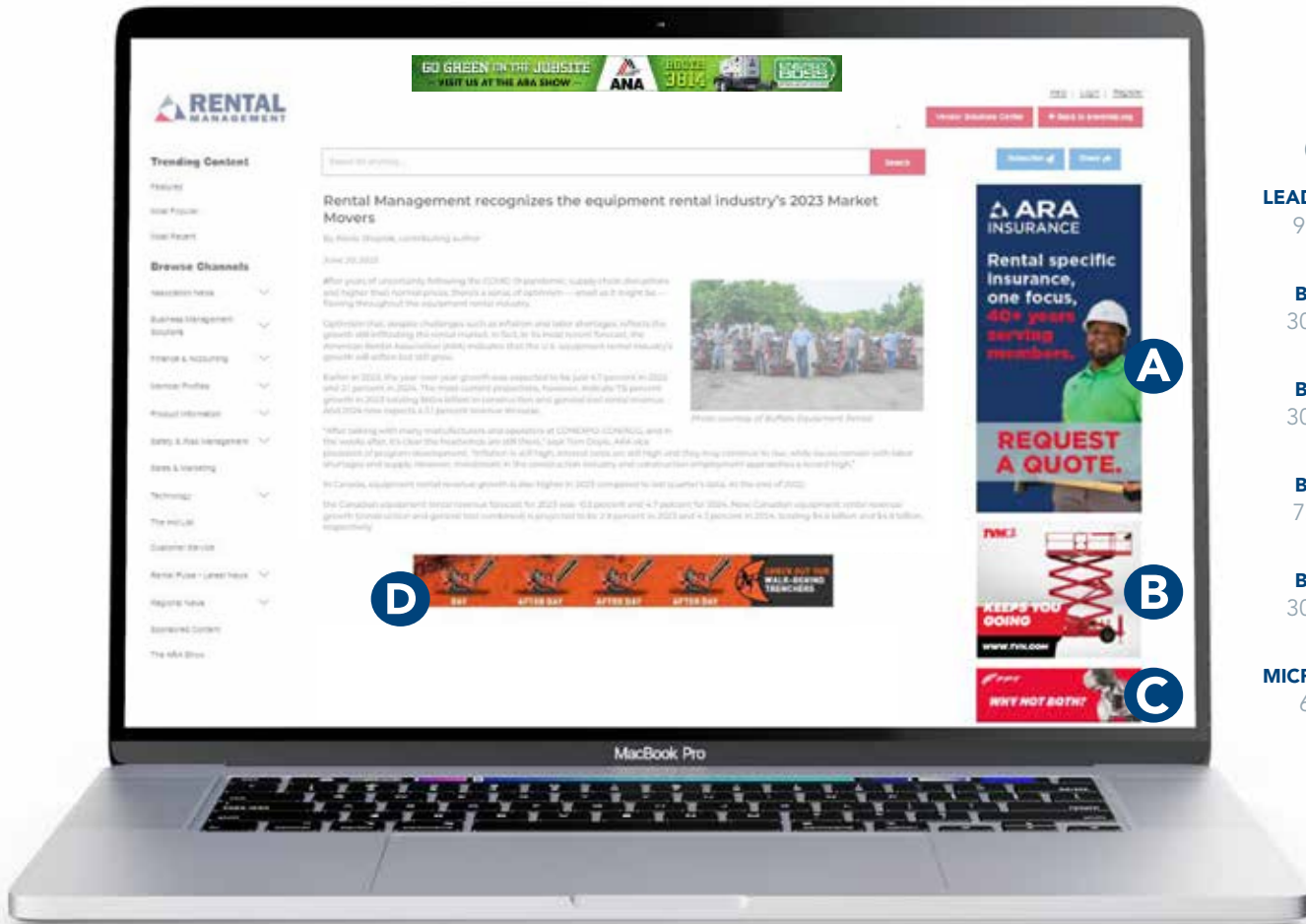


Open rate

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

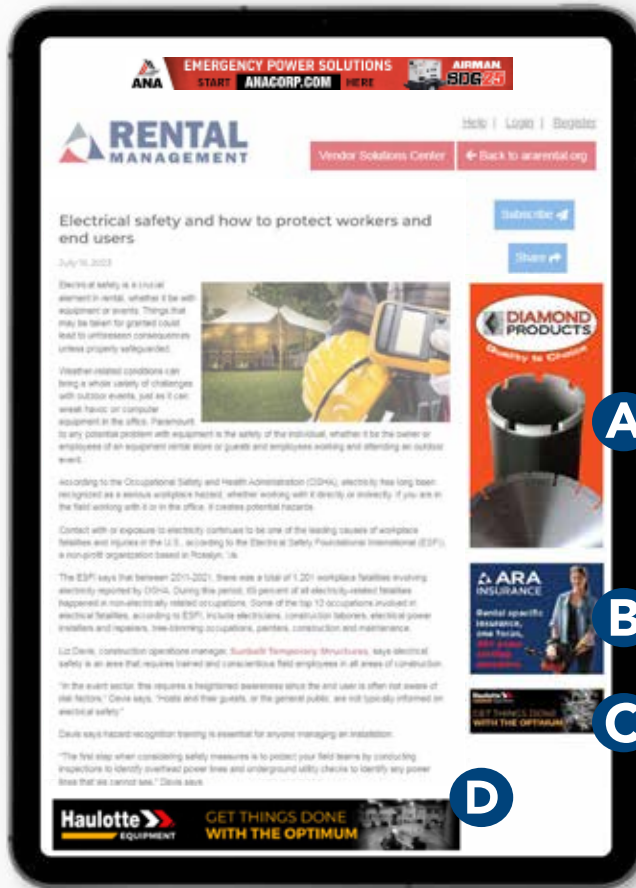
Average impressions per month
21,000



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

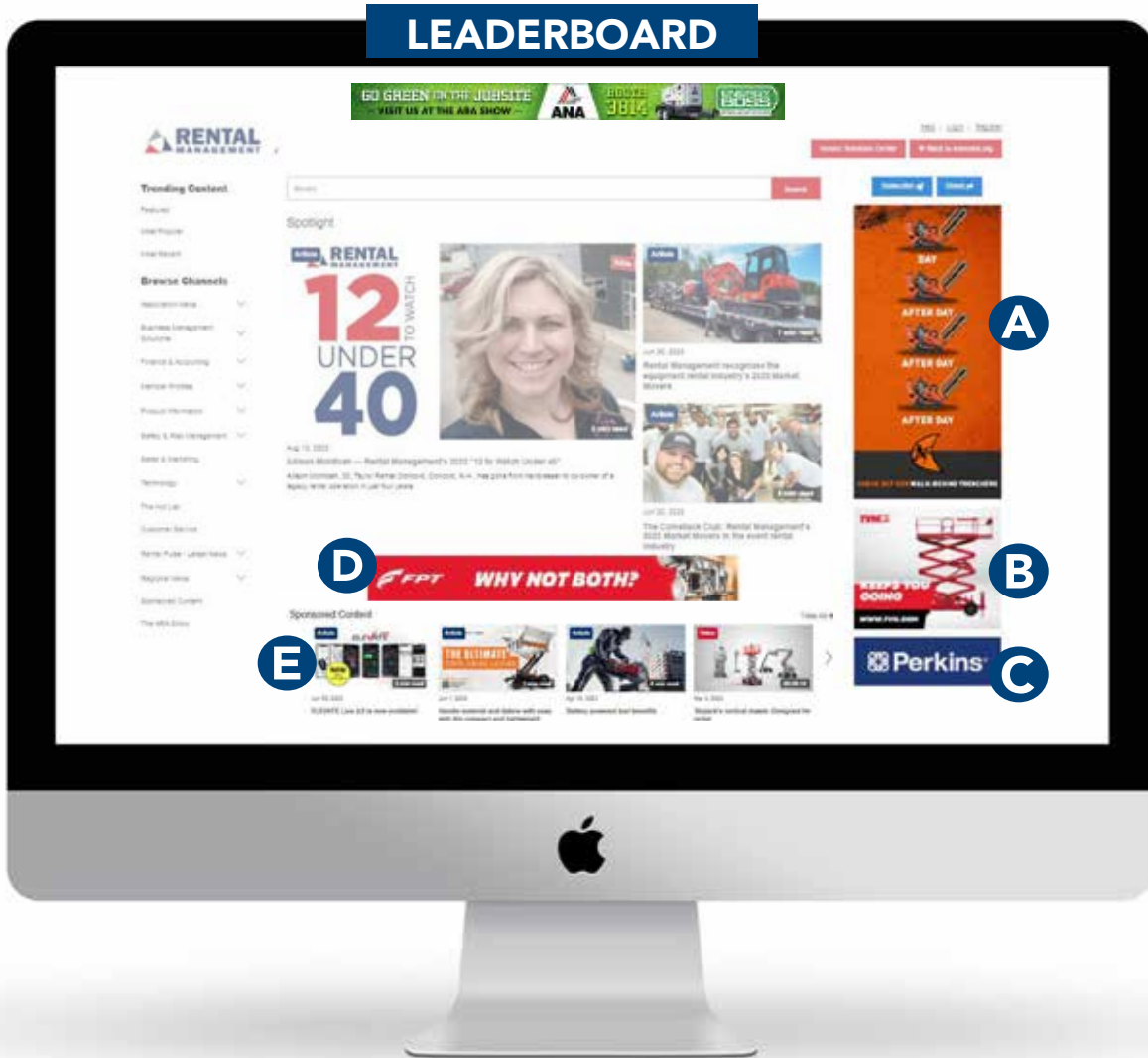
300 x 100

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