



## Reach decision-makers in the rental industry

With *Rental*, you target the right rental businesses ... those that supply equipment and tools to contractors, commercial businesses and do-it-yourselfers ... no exclusive party houses or event planners. You reach decision-makers in the rental industry. Your marketing message and our insightful editorial coverage help rental industry professionals make informed decisions about equipment purchasing and asset management.

*Rental's* affiliation with the award-winning web portal ForConstructionPros.com, as well as our sister print and email brands, sets us apart in the industry. We can bundle your *Rental* advertising in a program that reaches deep into concrete, asphalt, pavement, general construction and OEM markets.

## Greater reach to top-level management in the industry\*

**20,000\*** rental businesses **subscribe** to our print publication

**28,006\*\*** subscribe to our weekly *RentalWatch* e-newsletter

**40,157\*\*** receive our quarterly *IPAF Elevating Safety* e-newsletter

### Audience Profile By job title\*



**BPA**  
WORLDWIDE


\*BPA Brand Report December 2015 - Total Qualified Circulation 20,000

\*\*Publisher's own data

†Compared with *Rental Equipment Register* Top-Level Management Titles: Owner/President/Corporate Official, Vice President/Gen. Manager: 10,580.

Total qualified: 21,235, BPA Brand Report Dec 2015 — *Rental* Top-Level Management Titles: Owner, Partner, General Manager and other Corporate officers: 12,347; Total qualified: 20,000

# 2016 Editorial Calendar

	JANUARY/FEBRUARY	MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
<b>Ad close</b>	1-5-2016	2-19-2016	3-22-2016	5-12-2016	7-12-2016	9-12-2016	11-1-2016
<b>Materials due</b>	1-8-2016	2-24-2016	3-25-2016	5-17-2016	7-15-2016	9-15-2016	11-4-2016
<b>Feature Articles</b> <i>Each issue tackles a topic or event vital to our readers' interests, including economic reports, business management advice and new product information</i>	<b>THE RENTAL SHOW ISSUE</b> Comprehensive showcase of new products introduced at the only national trade show dedicated to the rental market	<b>2016 STATE OF THE INDUSTRY REPORT</b> Based on news and insight gleaned from industry trade shows, we'll provide analysis of factors affecting the rental market and the contractors who rent	<b>AERIAL INDUSTRY REPORT</b> In-depth look at the dynamic forces within the aerial market with analysis as to how they impact the current business environment	<b>RENTER'S REVIEW</b> Our staff secret shops rental businesses and shares experiences and insights	<b>BUSINESS SURVIVAL GUIDE</b> Rental industry experts reveal the secrets to surviving and thriving in the current business climate	<b>2016 EDITORS' CHOICE AWARDS</b> The year's top products in the equipment rental industry 	<b>2017 EQUIPMENT &amp; TOOL SHOWCASE</b> Comprehensive pictorial guide featuring equipment, products and technology for rental and supply fleets
<b>New Products</b>	Latest equipment introductions in every issue						
<b>Construction Support</b>	A look at the equipment contractors need to get their jobs done, including: <ul style="list-style-type: none"> <li>■ Skid steers</li> <li>■ Excavators</li> <li>■ Backhoe-loaders</li> <li>■ Trenchers</li> <li>■ Wheel loaders</li> <li>■ Attachments</li> <li>■ Aerial work platforms</li> <li>■ Concrete</li> <li>■ Compaction</li> <li>■ Compressors</li> <li>■ Generators</li> <li>■ Saws</li> <li>■ Blades</li> <li>■ Abrasives</li> <li>■ Other light equipment</li> </ul>						
<b>General Tool</b>	Each issue features DIY/light equipment, such as: <ul style="list-style-type: none"> <li>■ Lawn and grounds</li> <li>■ Floor and carpet care</li> <li>■ Hand tools</li> <li>■ Pressure washers</li> <li>■ Drain cleaners</li> </ul>						
<b>Special Reports</b>	Engines	Software Pumps	Engines Trucks	Software Pumps	Engines	Software	
<b>Supplements</b>			<b>POWER RENTAL</b>		<b>construction zone SAFETY</b> <b>IPAF</b> ELEVATING SAFETY		
<b>Marketing Specials</b>		Manufacturer Profile			Value Testimonials		Product Double Up
<b>Bonus/Show Distribution</b>	ARA/The Rental Show						World of Concrete

Dates and topics are subject to change without notice.

## 2016 Display ad rates

	1X	4X	6X	8X
<b>Full page spread</b>	\$9,545	\$9,105	\$8,855	\$8,610
<b>Full Page</b>	\$5,410	\$5,205	\$5,055	\$4,930
<b>2/3 Page</b>	\$4,360	\$4,190	\$4,055	\$3,955
<b>1/2 Page</b>	\$3,500	\$3,390	\$3,290	\$3,150
<b>1/3 Page</b>	\$2,725	\$2,600	\$2,550	\$2,465
<b>1/4 Page</b>	\$2,290	\$2,210	\$2,145	\$2,085

Back cover is an additional 25%  
 Inside front and back covers are an additional 20%  
 All other guaranteed positions will incur a 15% surcharge  
 Color rates: Four color process \$1,275

## Ad Sizes & Specifications

[CLICK HERE](#) or visit our marketing resource center at [ForConstructionPros.com/Advertise](http://ForConstructionPros.com/Advertise).

## Eric Servais, Publisher

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800.538.5544 ext. 1244

# MAGAZINES – SUPPLEMENTS



## Construction Zone Safety™

August/September 2016

As a sponsor for this annual safety supplement, you promote the safe and proper use of your products.

### Print

Reach **124,000** in three markets:

- 77,005 commercial construction professionals via *Equipment Today\**
- 20,003 concrete contractors via *Concrete Contractor\*\**
- 20,000 equipment rental professionals via *Rental\*\*\**

### Digital

- Reach 42,000+ industry professionals with our safety-focused e-newsletter<sup>+</sup>
- Get year-long visibility with your content on [ForConstructionPros.com](http://ForConstructionPros.com).

### Rates (4 color)

	CONTENT MARKETING
<b>PREMIER SPONSOR (Full-Page Ad)</b> Submit a safety feature article (with editorial approval) to appear adjacent to your ad	\$8,600
<b>HALF-PAGE AD</b>	\$5,600
<b>QUARTER-PAGE AD</b>	\$3,600



## IPAF Elevating Safety™

August/September 2016

Promote your lifting equipment and safety solutions. Capitalize on this opportunity to support the International Powered Access Federation (IPAF), the world's leading powered access safety organization, and help IPAF raise awareness of aerial safety in the North American market.

### Print

Reach **97,000** in these markets:

- 77,005 via *Equipment Today\**
- 20,000 via *Rental\*\*\**

### Digital

- Reach 30,000+ e-subscribers via the publications' digital editions<sup>+</sup>
- Get continued visibility with the quarterly *IPAF Elevating Safety* e-newsletter

### Rates (4 color)

<b>FULL-PAGE AD</b>	\$8,600
<b>HALF-PAGE AD</b>	\$5,600
<b>QUARTER-PAGE AD</b>	\$3,600



## Power Rental™

April/May 2016

Spotlight your company and products by sponsoring *Power Rental*, our annual supplement focused on rental trends and usage for power generation equipment, providing readers with information on how to capitalize on the need for these products to grow their businesses.

*Power Rental* is mailed with *Rental* magazine, **reaching 20,000 subscribers.\*\*\*** Three levels of sponsorships are available, each offering additional reach to our digital subscribers.

### Rates (4 color)

<b>TIER ONE / PLATINUM</b>	\$9,400
<b>TIER TWO / GOLD</b>	\$3,600
<b>TIER THREE / SILVER</b>	\$2,300

\**Equipment Today* BPA Brand Report December 2015

\*\**Concrete Contractor* BPA Brand Report December 2015

\*\*\**Rental* BPA Brand Report December 2015

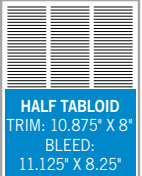
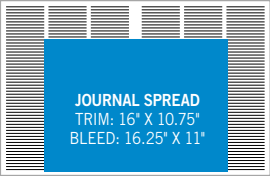
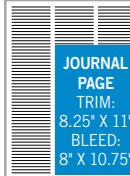
+*Publisher's own data*

# Ad Sizes & Specs



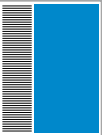
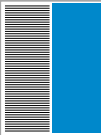


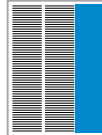

	BLEED	TRIM
<b>Equipment Today</b>		
<b>Tabloid Spread*</b>	22" x 14.75"	21.75" x 14.5"
<b>Tabloid Page*</b>	11.125" x 14.75"	10.875" x 14.5"
<b>1/2 Tabloid*</b>	11.125" x 8.25"	10.875" x 8"
<b>Journal Spread*</b>	16.25" x 11"	16" x 10.75"
<b>Journal Page*</b>	8.25" x 11"	8" x 10.75"

<b>Asphalt Contractor, Concrete Contractor, Pavement Maintenance &amp; Reconstruction, Rental &amp; Sustainable Construction</b>		
<b>Full Page Spread*</b>	16" x 11"	15.75" x 10.75"
<b>Full Page*</b>	8.125" x 11"	7.875" x 10.75"

## TABLOID

<b>TABLOID FULL-PAGE SPREAD</b> TRIM: 21.75" X 14.75" BLEED: 22" X 14.75"	<b>FULL-PAGE TABLOID</b> TRIM: 10.875" X 14.5" BLEED: 11.125" X 14.75"	 <b>HALF TABLOID</b> TRIM: 10.875" X 8" BLEED: 11.125" X 8.25"	 <b>JOURNAL SPREAD</b> TRIM: 16" X 10.75" BLEED: 16.25" X 11"	 <b>JOURNAL PAGE</b> TRIM: 8.25" X 11" BLEED: 8" X 10.75"
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## JOURNAL

<b>FULL-PAGE SPREAD</b> LIVE: 15.25" X 10.25" TRIM: 15.75" X 10.75" BLEED: 16" X 11"	<b>FULL-PAGE</b> LIVE: 7.375" X 10.25" TRIM: 7.875" X 10.75" BLEED: 8.125" X 11"	 <b>1/2-PAGE SPREAD</b> 14.75" X 4.875"	 <b>1/2 PAGE HORIZONTAL</b> 7" X 4.875"		
 <b>2/3 PAGE</b> 4.5625" X 10"	 <b>1/2 PAGE VERTICAL</b> 3.375" X 10"	 <b>1/2 PAGE STANDARD</b> 4.5625" X 7.375"	 <b>1/3 PAGE STANDARD</b> 4.5625" X 4.875"	 <b>1/3 PAGE VERTICAL</b> 2.1875" X 10"	 <b>1/4 PAGE</b> 3.375" X 4.875"

## How to create your files: Preferred file format: PDF X/1a

Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose "PDF X/1a" or "Press Quality" in your job options when creating high-resolution PDFs. The original files that you are making the PDF from should also be high resolution. Make sure images are CMYK and 300 dpi resolution and all fonts used are loaded and embedded.

Ads should be created to correct ad size dimensions, including bleed.

	TRIM
<b>ALL publications</b>	
<b>2/3 Page</b>	4.5625" x 10"
<b>1/2 Page Standard</b>	4.5625" x 7.375"
<b>1/2 Page Horizontal</b>	7" x 4.875"
<b>1/2 Page Vertical</b>	3.375" x 10"
<b>1/3 Page Standard</b>	4.5625" x 4.875"
<b>1/3 Page Vertical</b>	2.1875" x 10"
<b>1/4 Page</b>	3.375" x 4.875"

\*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

## Where to send materials:

Email files to the assigned Ad Production Manager. For files larger than 10MB, follow these steps:

1. Go to [www.hightail.com/u/acbm](http://www.hightail.com/u/acbm)
2. Drag and drop file(s) to upload.
3. In the subject field, please include magazine or brand, issue date, other identifying information.
4. Click "Send."

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**FOR Construction PROS.com** **Sustainable CONSTRUCTION**

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Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

### Payment and commissions

Net 30 days. 15% of gross paid to recognized advertising agencies on space, color and position provided account is paid in full within 30 days of invoice date. Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and separately responsible for such monies as are due and payable to the publisher. Publisher will not be bound by conditions, printed or otherwise, appearing in ad orders or copy instructions when such conditions conflict with Publisher's stated policies.

### Protective clauses

Rates subject to change without notice. Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims made against the Publisher. The Publisher reserves the right to reject any advertising that it feels is not in keeping with publication standards, policies and practices.

### Contract cancellation

Advertising canceled after closing date will be charged at earned rate to the advertiser with an additional fee of up to \$500 for remake of the page. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card.

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