

PRO CONTRACTOR RENTALS



The industry resource
for businesses renting
to contractors

2018 MEDIA KIT

PRO CONTRACTOR RENTALS

PRO CONTRACTOR RENTALS IS: The Industry Resource for Businesses Renting to Contractors

To reach more than 13,500 rental centers and dealers/distributors whose primary business is renting equipment and tools to contractors, let **Pro Contractor Rentals** join your sales team.

Pro Contractor Rentals, and website, www.procontractorrentals.com, serve a niche audience of independent rental centers and dealer/distributors that serve contractors as their primary customer. No party coverage. No DIY. Just tightly-focused editorial that addresses the day-to-day needs of our audience – and a steadily growing market.

The ARA's forecast for the construction, industrial equipment and general tool rental segments project a healthy compound annual growth rate (CAGR) of 4.1 percent and 4.3 percent between 2016 and 2020.

Tap into the growth market our targeted, niche audience represents. Wrap your marketing message with our timely and helpful content. We provide a vehicle with no wasted circulation, helping ensure that every recipient of **Pro Contractor Rentals** is a potential customer.

MARKETING OPTIONS

Pro Contractor Rentals offers a variety of value-added marketing options to add impact to your primary marketing programs: bound and ride-along inserts, false covers, belly bands, advertorials, sponsored podcasts, webinars, custom marketing emails, copy writing, graphic design, electronic surveys, direct mail – to name just a few.



CONTACT US TODAY

Contact us today to find out how we can develop an integrated marketing program that will maximize your marketing dollars. We can develop a program that includes both print and online components to assist you in reaching your 2018 sales goals.

For sales and marketing needs:

Bob Stange: 866-214-3223, ext. 123
bstange@directbusinessmedia.com

Kari Elbert: 515-771-2032
kelbert@directbusinessmedia.com

Patricia Wolf: 847-657-9322
pwolf@directbusinessmedia.com

For questions on product submissions and editorial features:

Clair Urbain: 866-214-3223, ext. 130
curbain@directbusinessmedia.com

2018 EDITORIAL CALENDAR

FOCUSED EDITORIAL

Our timely, relevant cover stories profile how the principals of rental centers, dealerships and distributorships deal with the critical issues facing the rental market today.

Pro Contractor Rentals looks at:

- Steps progressive operators take to grow business
- Improving utilization
- Managing people
- Expanding into new markets . . . and much more and applications

Each issue of **Pro Contractor Rentals** will have five features to reach deeper into the rental industry:

Rental Center – In-depth feature articles that illustrate how the business has been growing in the contractor-rental marketplace.

Rental Solutions – Feature articles that explain how new equipment, or new uses for equipment, can help improve customer productivity and rental center profitability.

Business Management – Coverage on key business tools to help your operation perform at its best.



Build Your Business – Helpful ways rental centers can build their business with customer-centric tactics.

Service Tips – How-to and why-to stories about equipment maintenance to improve reliability and equipment life.

BROADER PRODUCT MIX

Rental centers and dealer/distributors are always on the lookout for new products to enhance their day-to-day rental sales. That's why you'll see the latest products posted on our website and featured in our e-newsletter, **PCR Weekly**.

ISSUE	INDUSTRY OUTLOOK	PRODUCT FOCUS	RENTAL SOLUTIONS	SERVICE TIPS	BUILD YOUR BUSINESS	BUSINESS MANAGEMENT	TRADE SHOW HIGHLIGHTS
<i>Every print issue is supplemented by PCR Weekly e-newsletter</i>	<i>Focus on trends in equipment rentals</i>	<i>A roundup of what's new in popular rental models</i>	<i>Equipment that solves evolving job-site challenges</i>	<i>Ideas and best practices to improve uptime</i>	<i>Customer contact, communication and care tips</i>	<i>Big-picture/back-office ways to grow your business</i>	<i>National trade shows that offer bonus exposure</i>
Jan/Feb 2018 Ad close 12/4/17 Materials 12/12/17	Concrete Tools and Equipment	Concrete Tools and Equipment Generators Pneumatic Tools	<i>Send us your equipment solution!</i>	Diesel Engine Upkeep	Telematics	Economic Outlook	World of Concrete Jan. 23-26, 2018 ARA/Rental Show Feb. 19-21, 2018
Mar/Apr 2018 Ad close 2/14/18 Materials 2/21/18	Compact Utility Vehicles	Compact Utility Vehicles Small Wheel Loaders Mini-Excavators	<i>Send us your equipment solution!</i>	On-Board Diagnostics	Online Presence	Employee Development	
May/Jun 2018 Ad close 4/11/18 Materials 4/18/18	Boom Lifts	Boom Lifts Compressors Trenchers	<i>Send us your equipment solution!</i>	Boom Lift Maintenance	Safety Sales Opportunities	Recruiting Employees	
Jul/Aug 2018 Ad close 6/11/18 Materials 6/18/18	Small Excavation Equipment	Small Excavation Equipment Trailers Compactors	<i>Send us your equipment solution!</i>	Telematics	Employee Development	Online Trends	
Sep/Oct 2018 Ad close 8/13/18 Materials 8/20/18	Telehandlers	Telehandlers Attachments Lighting	<i>Send us your equipment solution!</i>	Generator Maintenance	Identifying New Opportunities	Substance Abuse	STAFDA Oct. 28-30, 2018
Nov/Dec 2018 Ad close 10/3/18 Materials 10/10/18	Scissor Lifts	Scissor Lifts Utility Vehicles Power Tools	<i>Send us your equipment solution!</i>	Scissor Lift Maintenance	Expand Your Line Card	Economic Outlook	
Jan/Feb 2019 Ad close 12/3/18* Materials 12/10/18*	Wheel Loaders	Wheel Loaders Lift Trucks Software	<i>Send us your equipment solution!</i>	Hydraulic Systems	Telematics Insights	Virtual Commerce	World of Concrete Jan. 21-25, 2019 ARA/Rental Show Feb. 9-12, 2019
Mar/Apr 2019 Ad close 2/4/19* Materials 2/11/19*	Skid-Steer and Track Loaders	Skid/Track Loaders Pumps Wood/Stump Processing	<i>Send us your equipment solution!</i>	Tier 4-Final Engine Maintenance	Revenue Ideas	Economic Outlook	

*estimated dates

MEET THE PROS



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AD SIZES



Full Page
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



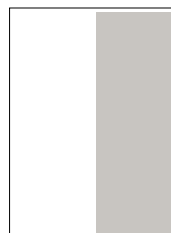
2/3 Page
4.5625" x 10"



1/2 Page Island
4.5625" x 7.375"



1/2 Page Horiz.
7" x 4.875"



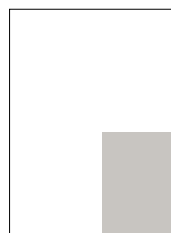
1/2 Page Vert.
3.375" x 10"



1/3 Page Sq.
4.5625" x 4.875"



1/3 Page Vert.
2.1875" x 10"



1/4 Page
3.375" x 4.875"

Two Page Spread
Trim: 16.75" x 10.875"
Bleed: 17" x 11.125"

1/6 Page Horiz.
4" x 3"

AD RATES

FREQUENCY	1X	3X	6X
Spread	\$5,600	\$5,400	\$4,950
Full page	\$3,100	\$2,990	\$2,750
2/3 page	\$2,695	\$2,595	\$2,395
1/2 page	\$1,995	\$1,925	\$1,770
1/3 page	\$1,690	\$1,625	\$1,495
1/4 page	\$1,265	\$1,220	\$1,125

MECHANICAL REQUIREMENTS

A. SWOP STANDARDS APPLY

(Specifications for Web Offset Publications)

B. PREFERRED MATERIALS

Electronic file complete with layout, fonts and supporting graphics files in a hi-res PDF format.

C. PDF FILES

PDF files are encouraged and should be created with the following specifications.

1. All fonts should be embedded.
2. No RGB or lab images should be used; make sure all images are 300 dpi CMYK.
3. **Density of tones 300% or less.** Densities higher have potential of blistering on press causing additional charges for downtime.
4. A rich black color should be used to avoid a washed-out appearance whenever large lettering, graphics, boxes or backgrounds are to print as black (*small text should remain 100% black to avoid registration issues on press*). **A rich black should also be used if the color overlaps any other graphic element to avoid ghosting of the overlap.** Use values of 40C/40M/30Y/100K to create a rich black.
5. **Full page ads must be provided with 1/8" (0.125") bleeds on all four sides.** Bleed size is 8.625" x 11.125" and the ad will be trimmed to 8.375" x 10.875".
6. Zip compression with down sampling set no less than 300 dpi.
7. Color management set to "none".
8. The "press" preset in the standard Acrobat usually creates an acceptable PDF on Macintosh or Windows/PC systems.
9. After creating a PDF, **view the file with "Overprint Preview" to verify actual output.**

D. NATIVE FILES

1. Macintosh- and Windows-based files are usable. **High resolution files placed by the customer must have all color corrections/alterations done prior to releasing the electronic file to Direct Business Media LLC.**
2. All images need to be saved in CMYK mode. EPS or TIFF files are preferred. Do not compress images using JPEG or LZW.
3. Provide all supports related to the electronic file (i.e., entire font families, hi-res images and logos). Any third party extension (i.e., Pasteboard) must accompany electronic files. We cannot accept native Corel, Microsoft Publisher or PowerPoint files. These programs are not compatible with high-resolution output equipment. If you create files using one of these programs, please recreate it in a program listed above, then convert the file to a print-ready PDF.

E. DESIGN RECOMMENDATIONS

1. Spread copy should be laid out to avoid reading matter or any important part of an illustration running into the gutter. Please do not break type on gutter.
2. In preparing copy, restrict thin lines and small lettering to one color. Reproduce all reverse lettering with a minimum of colors. Avoid small letters with fine serifs when using reverse lettering.

ELECTRONIC AD FILES

Adobe Acrobat PDF (high-resolution), InDesignCS5.5*, Adobe Illustrator CS5*, Adobe Photoshop CS5*

*or earlier versions

MEDIA STORAGE | TRANSPORT

Send your high-resolution PDF in one of the following ways:

- Upload your file to the Web-based FTP (www.hightail.com) using the following address:
<https://hightail.com/u/DirectBusinessMedia>
- E-mail ckincannon@directbusinessmedia.com
- CD-ROM, DVD-RAM/ROM
- Other pre-approved media

PRODUCTION CONTACT

MATERIALS

Caitlin Kincannon

866-214-3223 ext. 120 | ckincannon@directbusinessmedia.com
FAX: 920-397-7558

When e-mailing photos, graphics or page layout files, please send them as source (not text) files. Any files containing graphics should be saved as a stuffed, self-extracting file that is bin-hex encoded.

TERMS

Payment: net 30 days. Agencies and advertisers are jointly and severally liable. Discount of 15% applies for agency work if paid within 30 days. The publisher reserves the right to reject any advertising deemed inappropriate for the publication's standards.

ELECTRONIC ADVERTISING OPTIONS

Pro Contractor Rentals magazine offers electronic advertising opportunities to help you get an even better return on your advertising and marketing investment.

ProContractorRentals.com, plus our weekly e-mail newsletter, **PCR Weekly**, should be key components of your media strategy. We also provide custom e-mail opportunities for advertisers.

ONLINE ADVERTISING HELPS YOU:

- Increase traffic to your own website
- Enforce and promote your brand
- Complement your print advertising campaign
- Amplify your market penetration
- Blanket the industry with coverage

Our website design will increase your company's visibility whether visitors are viewing the site from their computer, their phone or tablet. Choose from more ad options including the Super Banner, Top Banner, Content Banner and Button ads.

Traffic at **www.ProContractorRentals.com** grows each month, as executive decision-makers in the rental industry come back often for breaking industry news, analysis, articles on management, sales, motivational tips, important industry links and more.

Subscribers to **PCR Weekly** rely on us to keep them up to date on what's happening in their industry. Newsletter button ads appear in the body of the newsletter itself. Click-through ads appear on the pages of the stories that are featured in the newsletter.

SPECIFICATIONS

File type: animated or static .JPG or .GIF

EXCEPTION: *Animated ads will not work in some email systems, such as Outlook. Please submit only static ads for custom emails (e-blasts) and PCR Weekly.*

Resolution: 72 dpi

File size: Maximum size allowed 800 KB (the smaller the file size, the faster the ad will load)

Link: Please provide the URL where visitors will be redirected after they click on your ad

Flash: Flash is no longer recommended because major browsers are ending support of that technology. Instead, we accept animated GIF files as well as HTML5 content and animations.

PRODUCTION CONTACT MATERIALS

Caitlin Kincannon

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FAX: 920-397-7558

ELECTRONIC AD SIZES AND RATES

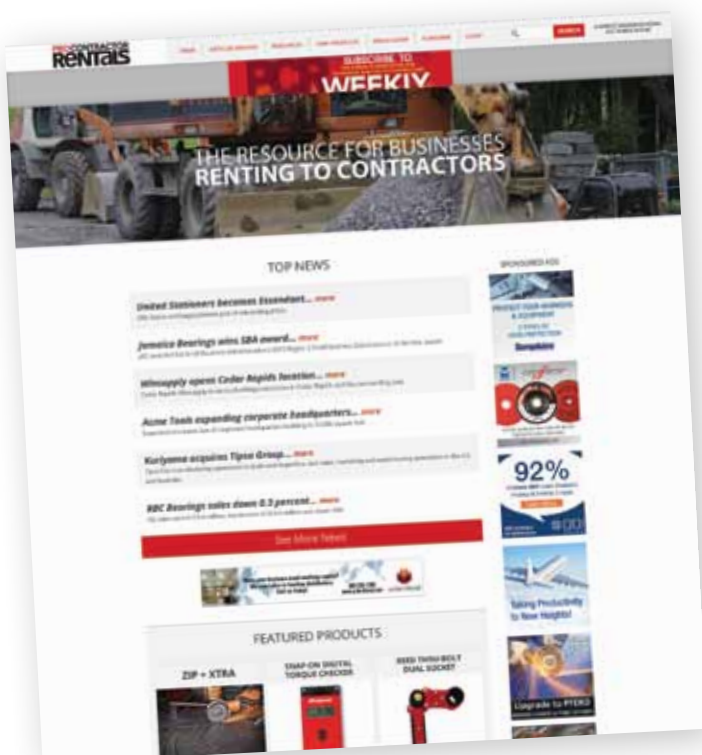
Website	Size	Cost
Super banner ad*	1,800 x 370 pixels	\$2,500/month
Top banner ad	600 x 100 pixels	\$715/month
Content banner ad	500 x 100 pixels	\$510/month
Button ad	225 x 225 pixels	\$310/month

*Super banner ads limited to two per month in rotation

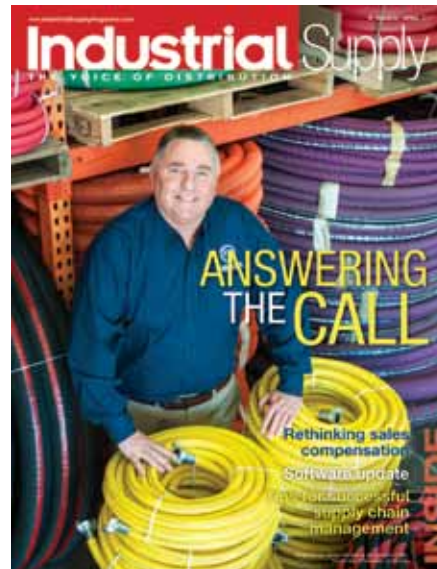
PCR Weekly e-mail newsletter

Top banner ad	600 x 100 pixels	\$615/issue
Content banner ad	500 x 100 pixels	\$510/issue
e-Newsletter button	225 x 225 pixels	\$410/issue
Click-thru button	225 x 225 pixels	\$310/issue

Third party/custom e-blasts Call for quote



FAMILY OF PUBLICATIONS INCLUDES



ABOUT DIRECT BUSINESS MEDIA LLC

Direct Business Media LLC is a specialty niche media services provider covering the industrial and construction markets. In addition to **Pro Contractor Rentals**, DBM publishes **Industrial Supply** and **Contractor Supply** magazines, and the **Specialty Tool and Fasteners Distributors Association (STAFDA) member Directory**.

DBM is staffed and managed by its owners. We are dedicated to providing our customers with the highest levels of service, professionalism and integrity in the industry.