

A construction worker in a yellow safety vest is operating an orange boom lift against a modern building facade. The building has large glass windows and a brick-like pattern. The worker is positioned in the basket of the lift, which is extended horizontally. The background shows a clear blue sky and the structural elements of the building.

# **PRO** CONTRACTOR **RENTALS**

The industry resource  
for businesses renting  
to contractors

**2019 MEDIA KIT**

# PRO CONTRACTOR RENTALS

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

The ARA's July, 2018 forecast for the construction, industrial equipment and general tool rental segments, projects U.S. rental revenue in 2018 to reach \$53.08 billion, a 7.6 percent increase over 2017. It further projects 5.8 percent growth in 2019, 5.9 percent growth in 2020, 5.1 percent in 2021 and 4.7 percent in 2022, reaching \$64.1 billion in revenue! This is definitely an active market for equipment and service providers.

**Pro Contractor Rentals** can help you reach more than 13,500 rental centers and dealers/distributors whose primary business is renting equipment and tools to contractors. The print and digital editions of **Pro Contractor Rentals**, and website, [www.procontractorrentals.com](http://www.procontractorrentals.com), and our weekly e-newsletter, **PCR Weekly** serve a niche audience of independent rental centers and dealer/distributors that focus on professional construction 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.

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:

**Kari Elbert:** 515.771.2032  
kelbert@urbaincomm.com

**David Beckler:** 469.776.8842  
dbeckler@urbaincomm.com

**Clair Urbain:** 920.723.3476  
curbain@urbaincomm.com

#### For questions on product

submissions and editorial features:

**Clair Urbain:** 920.723.3476  
curbain@urbaincomm.com

# 2019 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
- Expanding into new markets and applications
- Improving utilization
- Managing people
- ... and much more

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>
<b>Jan/Feb 2019</b> Ad close 12/4/18 Materials 12/12/18	Wheel Loaders	Wheel Loaders Lift Trucks Software	<i>Send us your equipment solution!</i>	Hydraulic Systems	Telematics Insights	Virtual Commerce	<b>World of Concrete Jan. 21-25, 2019</b> <b>ARA/Rental Show Feb. 9-12, 2019</b>
<b>Mar/Apr 2019</b> Ad close 1/30/19 Materials 2/6/19	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	Business Succession	
<b>May/June 2019</b> Ad close 3/26/19 Materials 4/3/19	Hybrid Equipment	Hybrid Equipment Jobsite Lighting Concrete Equipment	<i>Send us your equipment solution!</i>	Diesel Exhaust Fluid Tips	Finding New Customers	Data Mining and Management	
<b>Jul/Aug 2019</b> Ad close 6/10/19 Materials 6/19/19	Mini Excavators	Mini Excavators Skid-Steer Loaders Compressors	<i>Send us your equipment solution!</i>	Engine Replacement	Fleet Management	Perfect Your Pricing	
<b>Sep/Oct 2019</b> Ad close 8/9/19 Materials 8/19/19	Rough-Terrain Personnel Lifts	Rough-Terrain Personnel Lifts Attachments Temperature Control Units	<i>Send us your equipment solution!</i>	Leveraging Telematics Data	Make Your Mark Online	Remarketing Your Used Equipment	<b>STAFDA Nov. 10-12, 2019</b>
<b>Nov/Dec 2019</b> Ad close 10/2/19 Materials 10/10/19	Telescopic Handlers	Telescopic Handlers Handheld Power Tools Trenchers And Borers	<i>Send us your equipment solution!</i>	Small Engine Maintenance	Measuring Employee Performance	Asset Tracking Tactics	
<b>Jan/Feb 2020</b> Ad close 12/3/19* Materials 12/10/19*	Electric Power Generation	Electric Power Generation Compact Utility Vehicles Trailers	<i>Send us your equipment solution!</i>	Battery System Upkeep	Diversify Your Rental Offering	Managing Equipment Damage	<b>World of Concrete Feb. 3-7, 2020</b> <b>ARA/Rental Show Feb. 8-11, 2020</b>
<b>Mar/Apr 2020</b> Ad close 1/30/20* Materials 2/6/20*	Indoor Personnel Lifts	Indoor Personnel Lifts Debris Handling Hardware/Software	<i>Send us your equipment solution!</i>	Will-Fit vs. OEM Parts	Manage Overhead Costs	Excelling at Customer Service	

\*estimated dates

# MEET THE PROS



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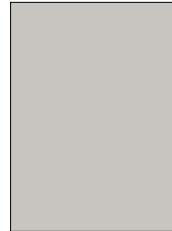


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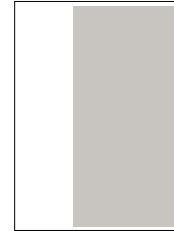
## ABOUT URBAIN COMMUNICATIONS, LLC

Owned and operated by Clair and Paulette Urbain, Urbain Communications, LLC is a specialty niche media services provider that works primarily in the equipment rental, construction and agricultural fields, providing professional communications services used online and in print.

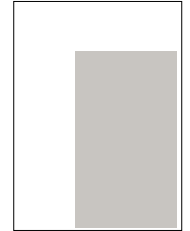
## AD SIZES



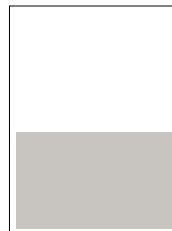
**Full Page**  
Trim: 8.375" x 10.875"  
Bleed: 8.625" x 11.125"



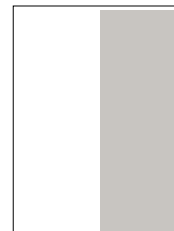
**2/3 Page**  
4.5625" x 10"



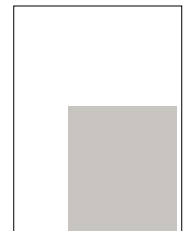
**1/2 Page Island**  
4.5625" x 7.375"



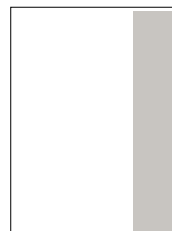
**1/2 Page Horiz.**  
7" x 4.875"



**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	\$5,700	\$5,500	\$5,050
Full page	\$3,160	\$3,050	\$2,805
2/3 page	\$2,750	\$2,650	\$2,445
1/2 page	\$2,035	\$1,965	\$1,805
1/3 page	\$1,720	\$1,660	\$1,525
1/4 page	\$1,290	\$1,245	\$1,145

# 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". Keep type or images at least another .125" in from the trim
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 Urbain Communications 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:

- Dropbox, OneDrive or other cloud service
- E-mail [acctsvcs@urbaincomm.com](mailto:acctsvcs@urbaincomm.com)
- CD-ROM, DVD-RAM/ROM
- Other pre-approved media

## PRODUCTION CONTACT

### MATERIALS

**Megan Levake**

920.723.7339 | [acctsvcs@urbaincomm.com](mailto:acctsvcs@urbaincomm.com)

FAX: 920.563.4653

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. 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

**Megan Levake** 920.723.7339 | [acctsvcs@urbaincomm.com](mailto:acctsvcs@urbaincomm.com)

Fax: 920.563.4653

## ELECTRONIC AD SIZES AND RATES

Website	Size	Cost
Super banner ad*	1,800 x 370 pixels	\$2,550/month
Top banner ad	600 x 100 pixels	\$730/month
Content banner ad	500 x 100 pixels	\$520/month
Button ad	225 x 225 pixels	\$315/month

\*Super banner ads limited to two per month in rotation

### PCR Weekly e-mail newsletter

Top banner ad	600 x 100 pixels	\$625/issue
Content banner ad	500 x 100 pixels	\$520/issue
e-Newsletter button	225 x 225 pixels	\$420/issue

**Third party/custom e-blasts** Call for quote

## SPONSORSHIP OPPORTUNITIES

A limited number of spots are available for sponsoring the **digital edition of Pro Contractor Rentals**. Contact your sales representative for positions and opportunities. It's an economical and effective way to reach rental centers that focus on construction equipment.

