

THE RESOURCE FOR BUSINESSES RENTING TO CONTRACTORS

PCR

PRO CONTRACTOR RENTALS



MEDIA GUIDE 2024

PCR PRO CONTRACTOR RENTALS

GET THE ATTENTION OF EQUIPMENT RENTAL BUSINESSES WITH *PRO CONTRACTOR RENTALS*

It's no secret that construction and industrial contractors are increasingly trending toward renting equipment vs. owning it. As construction jobs progress, equipment needs change; one piece of equipment at the beginning of a project may end up sitting idle during the middle and end of the project. Renting equipment can simplify accounting and remove maintenance and repair headaches, both equally attractive to contractors concentrating on building or repairing job sites.



Pro Contractor Rentals can help companies like yours reach more than 14,000 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, and our weekly e-newsletter, *PCR Weekly*, serve a niche audience of rental centers and dealer/distributors that focus on professional construction contractors as their primary customer.

CIRCULATION

The *Pro Contractor Rentals* circulation list is 100 percent verified and its primary audience is made up of the main decision makers in rental center operations that focus on tool and equipment rental. Party and entertainment rental is NOT a target, so that means no-waste circulation for tool/equipment advertisers.

Job titles include owner, president, C-level executives, branch manager, operations manager and rental manager. Further, a small portion of the circulation reaches independent equipment representatives who can greatly influence equipment selection at rental centers.

Tap into this growth market of our targeted, niche audience. 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-in and ride-along inserts, false covers, belly bands, advertorials, sponsored podcasts, webinars, custom marketing e-mails, copy writing, graphic design, electronic surveys, direct mail to name just a few. Bounce us your ideas and we'll be happy to come back with a reasonable price!

2024 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
- Industry news
- . . . and much more

Each issue of *Pro Contractor Rentals* features stories that reach deeper into the equipment rental industry:

Rental Center – In-depth articles that share how a rental center is capitalizing on rental opportunities and challenges in their business.

Equipment Insight – the *Pro Contractor Rentals* staff contacts industry leaders for comments about how specific equipment is changing and better fits rental customers' needs and how rental centers can best

position that equipment for best ROI.

Product Focus – Concisely written news items highlighting equipment features followed with a website address to get even more information.

Rental Solutions – These supplied/sponsored articles from equipment companies share how a piece of equipment solves customer problems/needs and provides high ROI opportunities for rental centers.

Business Management – Coverage on key business tools and practices to help rental operations perform at their best.

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

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

Industry News – News items about suppliers, rental companies and other breaking stories in the rental field.

For questions on product submissions and editorial features, contact Clair Urbain: 920.723.3476 clurbain@urbaincomm.com.



Photo: Haulotte

2024 EDITORIAL CALENDAR

ISSUE	EQUIPMENT INSIGHT	PRODUCT FOCUS	RENTAL SOLUTIONS*	SERVICE TIPS	BUILD YOUR BUSINESS	BUSINESS MANAGEMENT
Every print issue is supplemented by <i>PCR Weekly</i> e-newsletter	Industry experts share market trends	A roundup of what's new in popular rental models	Equipment that solves evolving job site challenges	Ideas and best practices to improve uptime	Customer contact, communication and care tips	Tools and practices for top performance
Jan.-Feb. 2024 Ads close: 12/8/23 Materials due: 12/15/23 Mail date: Week of 1/1/24	Mini excavators and attachments	Mini excavators/attachments Concrete tools and equipment ARA Show sneak peek	Send us your equipment solution!	Filter tips and tricks	Leverage telematics	Site security
Mar.-Apr. 2024 Ads close: 2/2/24 Materials due: 2/9/24 Mail date: Week of 3/4/24	Li-ion-powered equipment	Li-ion-powered equipment Earth-moving equipment Pumps	Send us your equipment solution!	Hydraulic system maintenance	Low-cost marketing ideas	Right-sizing the fleet
May-June 2024 Ads close: 4/5/24 Materials due: 4/12/24 Mail date week of 5/6/24	Indoor MEWPs	Indoor MEWPs Compressors Powered wheelbarrows/buggies	Send us your equipment solution!	Scissor lift maintenance	Equipment expansion	Business succession
July-Aug. 2024 Ads close: 6/7/24 Materials due: 6/14/24 Mail date: week of 7/3/24	Telehandlers	Telehandlers Electric power generation Wheel loaders	Send us your equipment solution!	Tier 4 engine maintenance	Improve equipment deliveries	Reducing energy use
Sep.-Oct. 2024 Ads close: 8/2/24 Materials due: 8/9/24 Mail date: Week of 9/2/24	Skid steer loaders/compact track loaders	Skid steer/compact track loaders Outdoor power equipment Hardware and software	Send us your equipment solution!	Hydraulic systems	Strategic equipment expansion	Leveraging customer satisfaction
Nov.-Dec. 2024 Ads close: 10/8/24 Materials due: 10/15/24 Mail date: week of 11/4/24	Rough-terrain MEWPs	Rough-terrain MEWPs Compaction equipment Attachments	Send us your equipment solution!	Charging system maintenance	Next-level online presence	Documenting equipment damage

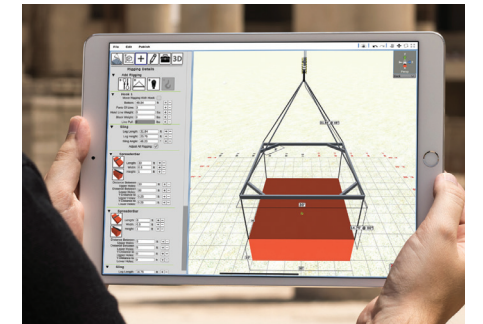


Photo: Mi-T-M, Hitachi, AIA, Genie

Editorial calendar may change to address market news or conditions. Rental Solutions are two-page spreads, and can be advertorials; available with a 3X ad program for just \$3,795.

ABOUT RENTAL SOLUTIONS

Rental Solutions stories are two-page spreads that can be advertorials about a specific piece of equipment or practice rental centers can use to solve customer problems and challenges while offering the potential for high ROI.

Advertisers often use these opportunities to further educate rental centers on new equipment and technology in a format that can match editorial content in the magazine. They are available for \$3,789 (two-page spread is \$7,578) with a 3X or greater print ad commitment in 2024.

PRINT ADVERTISING SPECIFICATIONS

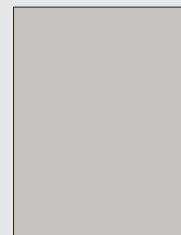
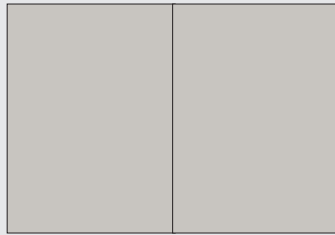
AD RATES

FREQUENCY	1X	3X	6X
Spread	\$7,578	\$7,305	\$6,705
Full page	\$4,200	\$4,048	\$3,726
2/3 page	\$3,656	\$3,510	\$3,163
1/2 page	\$2,770	\$2,613	\$2,397
1/3 page	\$2,277	\$2,214	\$2,024
1/4 page	\$1,813	\$1,645	\$1,511
1/8 page	\$900	\$850	\$800

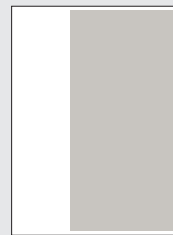
Rates are net. Add 15 percent to achieve gross rates.

AD SIZES

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



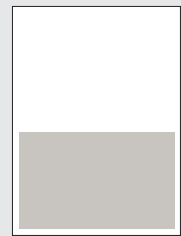
Full Page
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



2/3 Page
4.5625" x 10"



1/2 Page Island
4.5625" x 7.375"



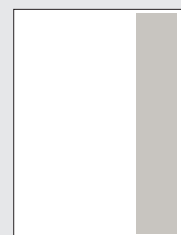
1/2 Page Horizontal
7" x 4.875"



1/2 Page Vertical
3.375" x 10"



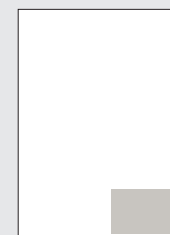
1/3 Page Square
4.5625" x 4.875"



1/3 Page Vertical
2.1875" x 10"



1/4 Page
3.375" x 4.875"



1/8 Page
3.375" x 2.4375"



Photo: ANA, Little Beaver, Volvo, Spimerica

MECHANICAL SPECIFICATIONS

SWOP STANDARDS APPLY

(Specifications for Web Offset Publications)

PREFERRED MATERIALS

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

PDF FILES

PDF files should follow these specifications:

- Embed all fonts
- Images are 300 dpi CMYK. Do not use RGB or lab images.
- Tone density 300 percent or less.
- Use rich black color (40C/40M/30Y/100K) to avoid a washed-out appearance wherever large lettering, graphics, boxes or backgrounds are to print as black. Small text should be only 100 percent black. Use rich black if the color overlaps any other graphic element.

NATIVE FILES

- Macintosh- and Windows-based files are usable. High-resolution files must have all color corrections/alterations done prior to releasing the electronic file to Urbain Communications LLC.
- EPS or TIFF files are preferred. Do not compress images with JPEG or LZW.
- Provide all supports related to the electronic file (i.e. entire font families, high-res images and logos). Any third-party extension (i.e. Pasteboard) must accompany electronic files.
- Native Corel, Microsoft Publisher or PowerPoint files are unacceptable.
- Files should be high-resolution PDF, JPG or TIFF formats.

DESIGN RECOMMENDATIONS

- Full-page ads must have a 1/8" (0.125") bleed on all four sides. Bleed size is 8.625" x 11.125"; the ad will be trimmed to 8.375" x 10.875". Live area is .25" in from trim.
- Zip compression can be used with down sampling set to no less than 300 dpi and color management set to "none". The "press" preset in Acrobat usually creates an acceptable PDF on Macintosh or Windows/PC systems. After creating a PDF, view the file with "Overprint Preview" to verify actual output.

- On spreads, avoid placing type or any important part of an illustration across the gutter.
- Restrict thin lines and small lettering to one color. Reproduce all reverse lettering with a minimum of colors.
- Avoid small letters with fine serifs and reverse lettering.

FILE DELIVERY

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

- Dropbox, OneDrive or other cloud service
- E-mail to curbain@urbaincomm.com
- CD-ROM, DVD-RAM/ROM
- Other pre-approved media

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 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.

PRODUCTION CONTACT

curbain@urbaincomm.com

FAX: 920.563.4653



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:

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

ON THE WORLD WIDE WEB

ProContractorRentals.com will help increase your company's visibility whether visitors are viewing the site from their computer, smart phone or tablet.

Executive decision-makers in the rental industry come back often for breaking industry news, analyses, articles on management, sales, motivational tips, important industry links and more.

Most recent website statistics: 38,526 page visits from 26,212 unique visitors monthly who stay on the site.

Advertisers can take advantage of several ways to promote their messages:

Super banner ad: 1,800 x 370 pixels. Sits above the site masthead and links of the advertiser's URL. Limit: two advertisers per month in rotation.

Top banner ad: 600 x 100 pixels. Displayed prominently below the masthead and will stack and run in rotation with other featured ads.

Content banner ad: 500 x 100 pixels. Ads flow within the site's news section and rotate position with other content ads.

Button ad: 225 x 225 pixels. Button ads stack in the right-hand column of the website and rotate position with other ads to assure coverage; primary position can be reserved for an additional fee.

PCR WEEKLY ELECTRONIC NEWSLETTER

Subscribers to *PCR Weekly* rely on it to keep them up to date on what's happening in the equipment rental industry. Newsletter button ads appear in the body of the newsletter and click-through ads appear on the pages of the stories that are featured in the newsletter.

Every Wednesday, more than 11,000 readers are sent an email newsletter that highlights the recent news affecting the equipment rental industry as well as news about new

products that they may be interested in adding to their rental fleets. Average open rates are at 10 percent and click-throughs vary greatly, depending on the ad message.

ADVERTISERS CAN PROMOTE THEIR MESSAGE IN PCR WEEKLY SEVERAL WAYS:

Top Banner ad: 600 x 100 pixels. Sits on top of the newsletter masthead. It is the first and most prominent ad position in the newsletter.

Content banner ad: 500 x 100 pixels. Ads are interspersed with editorial items.

Button ad: 225 x 225 pixels. Ads are featured prominently in the right-hand column of the newsletter.

E-MAGAZINE VERSION SPONSORSHIP

Every issue of *Pro Contractor Rentals* is also made available online; it's also featured in every issue of *PCR Weekly*. An exclusive opportunity exists where one advertiser can sponsor the digital edition, which will open a pop-up screen with that advertiser's message when visitors click on the link or open a new link to www.procontractorrentals.com. Take-over ads are 900 x 600 pixels.

CONSIDER E-BLASTS

Get your message front-and-center attention with our followers with a custom e-blast that promotes your brand, product or specific promotion.

Custom e-blasts are sent as a special dispatch to recipients of the *PCR Weekly* e-news. Consistently, e-blasts typically get 4 to 5 times more click-throughs than other online ads.

The advertiser simply provides acceptable HTML coding and PCR staff inserts into the Pro Contractor Rental's CMS and sends it to readers.

Price: \$2,400/e-blast.

ELECTRONIC AD SPECS

www.procontractorrentals.com

Super Banner ad	1,800 x 370 pixels
Top Banner ad	600 x 100 pixels
Content Banner ad	500 x 100 pixels
Standard Button ad	225 x 225 pixels
File type	animated or static .JPG or .GIF
Resolution	72 dpi
Max. file size	500 KB (smaller files load faster)

Expandable ads can use mouse-over or click methods, however, a prominent close button must be included in the upper right hand corner. Maximum expandable size

for 225 x 225 button ad is 550 x 550 and 500 x 300 on 500 x 100 content ads.

Flash is no longer accepted. Animated GIF files as well as HTML5 content and animations are acceptable.

PCR WEEKLY AD SPECIFICATIONS

Static images are recommended for *PCR Weekly* because autoplay on video or audio (GIFs, etc.) may not work because some e-mail browsers do not support them and viewers with those browsers will only see the first image in the GIF.

E-BLAST SPECIFICATIONS

- Client must provide HTML code or a PDF, JPG, PNG or GIF image with a URL link and is no more than 600 pixels wide.
- Maximum height of images: 1,728 pixels; larger images should be split so no image height exceeds 1728 pixels.
- Flash, Rich Media, Image Maps and Javascript are not recommended; email clients vary in how they support animated GIFs.
- Subject lines should be enticing, more than one word and NOT in ALL CAPITAL LETTERS.
- HTML must be in table-based layouts; use CSS only to control typography and color. Full image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>).
- Test your HTML in an actual Outlook e-mail rather than just opening it in a browser.

ELECTRONIC AD SIZES AND RATES

Website	Size	Cost
Super banner ad*	1,800 x 370 pixels	\$2,700/month
Top banner ad	600 x 100 pixels	\$770/month
Content banner ad	500 x 100 pixels	\$550/month
Button ad	225 x 225 pixels	\$330/month
Full-page take-over ad	900 x 600 pixels	\$2,100/month

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

PCR Weekly e-mail newsletter

Top banner ad	600 x 100 pixels	\$655/issue
Content banner ad	500 x 100 pixels	\$545/issue
e-Newsletter button	225 x 225 pixels	\$440/issue
Click-through button	225 x 225 pixels	\$330/issue
Third party/custom e-blasts		\$2,400/blast

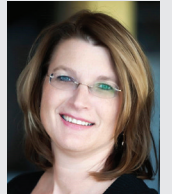
CONTACT US TODAY

Contact us today to find out how we can build an integrated marketing program that will maximize your marketing dollars. We can develop a program that includes print and online components to assist you in reaching your 2024 sales goals.

MEET THE PROS



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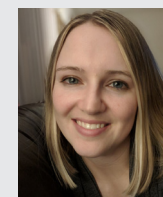
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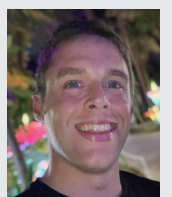
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ABOUT URBAIN COMMUNICATIONS, LLC

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 for online and in-print use.