



PRO CONTRACTOR **RENTALS**

2020 MEDIA GUIDE

THE INDUSTRY RESOURCE FOR
BUSINESSES RENTING TO CONTRACTORS

PRO CONTRACTOR Rentals



The industry resource for businesses renting to contractors

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 of which are 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. That means no party coverage; no DIY. Just tightly focused editorial that addresses the day-to-day needs of this increasingly important and steadily growing market.

Tap into the growth market of this 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 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. Bounce us your ideas and we'll be happy to come back with an effective and economical proposal.

2020 EDITORIAL CALENDAR

FOCUSED EDITORIAL

Our timely, relevant editorial helps 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 feature these stories that reach deeper into the rental industry:

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

Industry Outlook – Industry leaders comment how specific equipment is changing and better fits rental customers' needs.

Product Focus – Concise information about new equipment models available in three product categories, followed with a web site address to get even more information.

Rental Solutions – These are supplied/sponsored articles from equipment companies that want to share how a piece of equipment solves customer problems/needs and provides high ROI for the rental center.

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

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

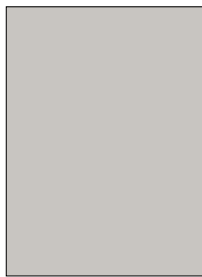
ISSUE	INDUSTRY OUTLOOK	PRODUCT FOCUS	RENTAL SOLUTIONS	SERVICE TIPS	BUILD YOUR BUSINESS	BUSINESS MANAGEMENT	TRADE SHOW HIGHLIGHTS
<i>Every print issue is supplemented by PCR Weekly e-newsletter</i>	<i>Focus on trends in equipment rentals</i>	<i>A roundup of what's new in popular rental models</i>	<i>Equipment 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 2020 Ad close 12/4/19 Materials 12/9/19 Mails week of 1/3/20	Electric Power Generation	Electric Power Generation Trailers What's New at ARA The Rental Show	<i>Send us your equipment solution!</i>	Charging System Upkeep	Diversify Your Rental Offering	Managing Equipment Damage	ARA/Rental Show Feb. 10-12, 2020
Mar/Apr 2020 Ad close 2/4/20 Materials 2/12/20 Mails week of 3/2/20	Indoor Personnel Lifts	Indoor Personnel Lifts Debris Handling What's New at CONEXPO/CONAGG	<i>Send us your equipment solution!</i>	Will-Fit vs. OEM Parts	Manage Overhead Costs	Excelling at Customer Service	CONEXPO/CONAGG Mar. 10-13, 2020
May/Jun 2020 Ad close 4/2/20 Materials 4/9/20 Mails week of 5/4/20	Skid Steers and Compact Track Loaders	Skid Steers/Compact Track Loaders Compact Utility Vehicles Hardware/Software	<i>Send us your equipment solution!</i>	Tire Upkeep	Improve Your Visibility to Customers	How and Why to Do Customer Surveys	
Jul/Aug 2020 Ad close 6/4/20 Materials 6/14/20 Mails week of 6/29/20	Portable Air Compressors	Portable Air Compressors Rough-Terrain MEWPs Compaction Tools	<i>Send us your equipment solution!</i>	Tier 4 Maintenance Tips	Build Your Brand	Leverage Your Relationship with Equipment Manufacturers	
Sep/Oct 2020 Ad close 8/6/20 Materials 8/13/20 Mails week of 8/31/20	Mini Excavators	Mini Excavators Attachments Pumps	<i>Send us your equipment solution!</i>	Handling Fuel and Lubricants	Top Improvements for Rental Centers	Safety for Workers and Customers	
Nov/Dec 2020 Ad close 10/1/20 Materials 10/8/20 Mails week of 11/2/20	Telehandlers	Telehandlers Concrete Placement/Finish Tools Job Site Lighting	<i>Send us your equipment solution!</i>	Trick Out Your Service Trucks	Power Tool Rental Opportunities	Right-Sizing Your Parts Supply	STAFDA Convention and Trade Show Nov. 8-10, 2020

AD RATES

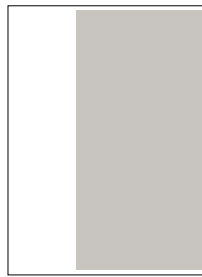
FREQUENCY	1X	3X	6X
Spread	\$5,700	\$5,500	\$5,050
Full page	\$3,160	\$3,050	\$2,805
2/3 page	\$2,750	\$2,650	\$2,445
1/2 page	\$2,035	\$1,965	\$1,805
1/3 page	\$1,720	\$1,660	\$1,525
1/4 page	\$1,290	\$1,245	\$1,145



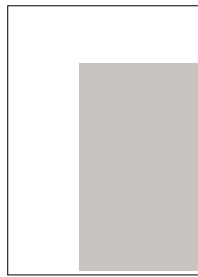
AD SIZES



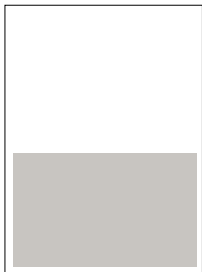
Full Page
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



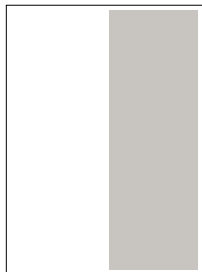
2/3 Page
4.5625" x 10"



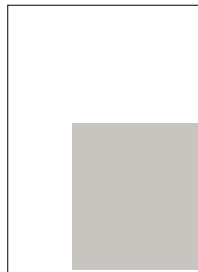
1/2 Page Island
4.5625" x 7.375"



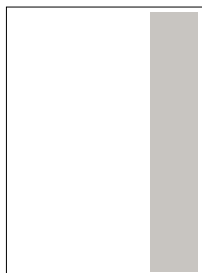
1/2 Page Horizontal
7" x 4.875"



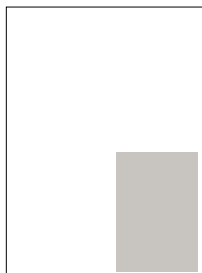
1/2 Page Vertical
3.375" x 10"



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"

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



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 are encouraged and should follow these specifications:

- Embed all fonts
- Images are 300 dpi CMYK. Do not use RGB or lab images.
- Tone density 300% or less. Higher densities may blister on press, causing charges for downtime.
- Use rich black color to avoid a washed-out appearance wherever large lettering, graphics, boxes or backgrounds are to print as black. Small text should be only 100% black to avoid registration issues on press. Use rich black 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.

NATIVE FILES

- Macintosh- and Windows-based files are acceptable. High-resolution files must have all color corrections/alterations done prior to releasing the electronic file to Urbain Communications LLC.
- Save all images in CMYK mode. EPS or TIFF files are preferred. Do not compress images using JPEG or LZW.
- 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 do not accept native Corel, Microsoft Publisher or PowerPoint files. 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" and the ad will be trimmed to 8.375" x 10.875".
- 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 with reverse lettering.

FILE DELIVERY

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

- Dropbox, OneDrive or other cloud service
- E-mail acctsvcs@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 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.

PRODUCTION CONTACT

Megan Levake

920.723.7339 | acctsvcs@urbaincomm.com

FAX: 920.563.4653



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

WWW.PROCONTRACTORRENTALS.COM

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

Traffic at our website 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.

Most recent web site statistics: Nearly 11,000 total page visits from 8,650 unique visitors monthly who stay on the site, on average, 0:53 duration.

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

Super banner ad: 1,800 x 370 pixels. Sits above the site masthead and links to a URL of the advertiser's choice. Limit: two per month in rotation. \$2,550/month.

Top banner ad: 600 x 100 pixels. Displayed prominently below the masthead and will stack and run in rotation with other featured ads. \$730/month.

Content banner ad: 500 x 100 pixels. Ads are placed in the site's news section and rotate position with other content ads. \$520/month.

Button ad: 225 x 225 pixels. Button ads stack prominently in the right-hand column of the web site and rotate position with other ads. Primary position can be reserved for a fee. \$315/month.

Electronic ad specifications

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, but must include a prominent close button 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 ad. Please use animated GIF files as well as HTML5 content and animations. Flash is no longer recommended.

PCR WEEKLY E-NEWSLETTER

Every Wednesday, more than 7,500 readers are sent **PCR Weekly**, an email newsletter that highlights the recent news affecting the equipment rental industry as well as 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 take advantage of several ways to promote their message:

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. \$625/issue.

Content banner ad: 500 x 100 pixels. Ads are interspersed with editorial items. \$520/issue.

Button ad: 225 x 225 pixels. Ads are featured prominently in the right-hand column of the newsletter. \$315/issue.

PCR Weekly ad specifications

Autoplay on video or audio (GIFs, etc.) is not allowed. Animated ads may not work in e-mail messages, because Outlook and some other e-mail browsers do not support animation. Submit only static images for **PCR Weekly** or e-blasts.

E-MAGAZINE VERSION SPONSORSHIP

Every issue of **Pro Contractor Rentals** is also made available online and sent as a special email announcing the issue's availability; 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 go to www.procontractorrentals.com. Take-over ads are 990 x 600 pixels. \$1,990/month.

CONSIDER E-BLASTS

Allow your message to take front-and-center attention with **Pro Contractor Rentals** 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 **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 the PCR staff inserts into its CMS and sends it to readers. Suggested price: \$2,400/email blast.

E-blast specifications

Client must provide HTML code or a PDF, JPG, PNG or GIF image with a link to your desired web page.

The message should be no more than 600 pixels wide. Outlook limits the maximum height of images to 1728 pixels, so split your image into more than one image if the total height exceeds 1728 pixels.

Flash, Rich Media, Image Maps and JavaScript are not recommended in email products because email clients vary in how they support animated GIFs. To accommodate for this, produce the GIF's first frame so it contains the most important information.

Subject lines should be as enticing as possible, more than one word, and not in ALL CAPITAL LETTERS.

All e-mail 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>).

E-mail clients render e-mails differently than web browsers, so test HTML in an actual Outlook e-mail rather than only opening it in a browser.

Tips for Dreamweaver users: Go to <http://layersmagazine.com/designing-email-messages-for-dreamweaver.html> and follow steps 3 to 11. Steps 12 - 13 are handled by the Pro Contractor Rentals content management system (CMS).

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
Click-thru button	225 x 225 pixels	\$315/issue

Third party/custom e-blasts	\$2,400/e-blast
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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 print and online components to assist you in reaching your 2020 marketing goals.



Clair Urbain
Editor and Publisher
920.723.3476
curbain@urbaincomm.com



Kari Elbert
Associate Publisher
515.771.2032
kelbert@urbaincomm.com



David Beckler
National Sales Manager
469.776.8842
dbeckler@urbaincomm.com



Todd Garrett
Creative Director
deadoakdesign@gmail.com



Megan Levake
Production Manager
920.723.7339
acctsvcs@urbaincomm.com



Paulette Urbain
Audience Administrator
920.723.3477
accting@urbaincomm.com

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.

Urbain Communications has more than four decades in print and digital experience for B2B customers. It provides highly customized content to front-line, high-end consumers of a wide variety of products and services.