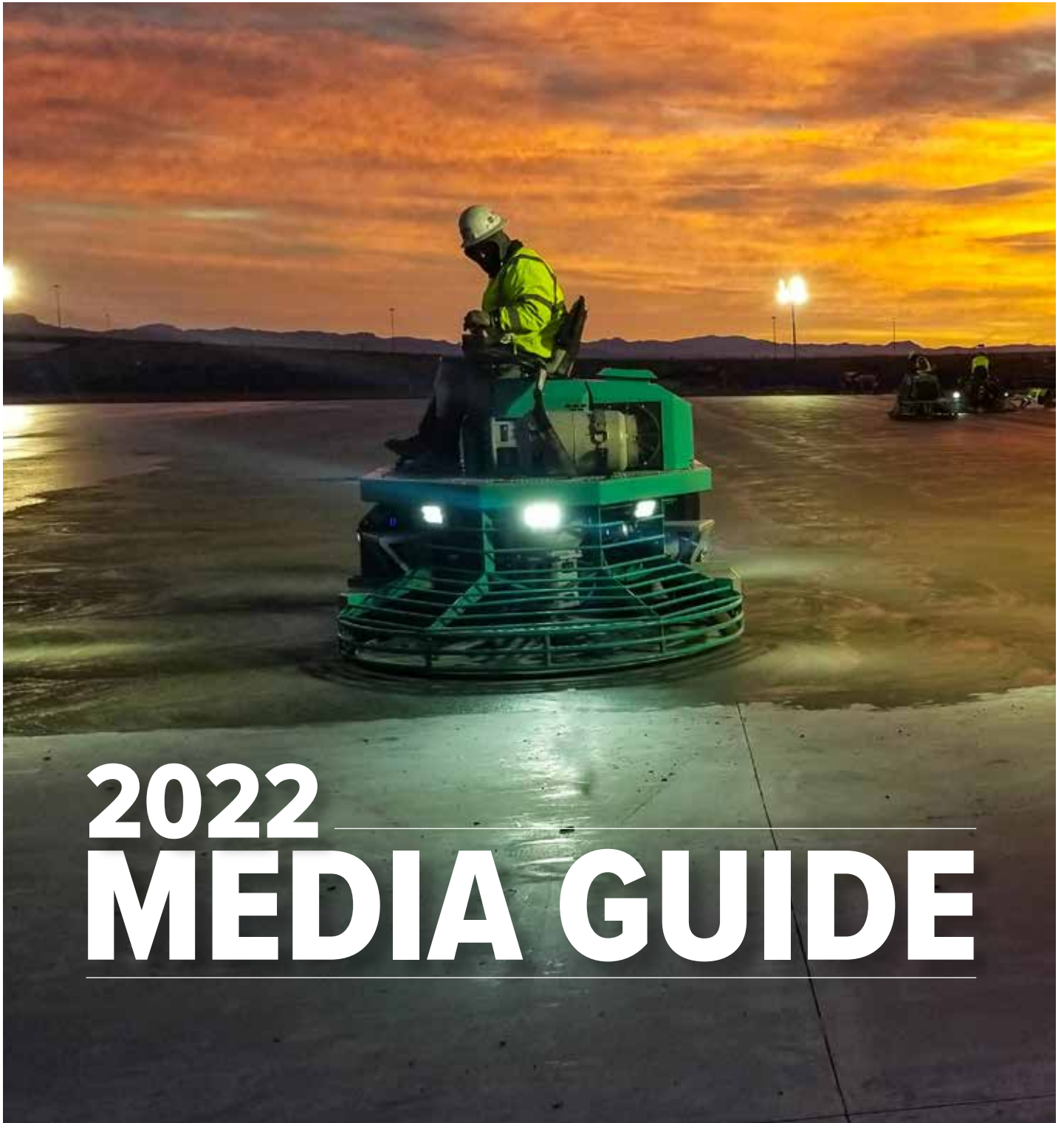


THE RESOURCE FOR BUSINESSES RENTING TO CONTRACTORS

PCR

PRO
CONTRACTOR
RENTALS



2022
MEDIA GUIDE

PCR PRO CONTRACTOR RENTALS

GET THE ATTENTION OF EQUIPMENT RENTAL BUSINESSES IN 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. 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 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 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!



Photo: Bobcat Co.

2022 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 (formerly Industry Outlook) – the **Pro Contractor Rentals** staff contacts industry leaders to comment 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 web site 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 curbain@urbaincomm.com.

ISSUE	EQUIPMENT INSIGHT	PRODUCT FOCUS	RENTAL SOLUTIONS	SERVICE TIPS	BUILD YOUR BUSINESS	BUSINESS MANAGEMENT
Every print issue is supplemented by PCR Weekly 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	Big-picture/back-office ways to grow rental business
Jan.-Feb. 2022 Ads close: 12/8/21 Materials due: 12/15/21 Mail date: Week of 1/3/22	Concrete tools and equipment	Concrete tools and equipment Compressors and accessories Focus on women-owned businesses	Send us your equipment solution!	Battery/charging systems	E-commerce	Operator training for customers
Mar.-Apr. 2022 Ads close: 2/1/22 Materials due: 2/10/22 Mail date: Week of 3/2/22	Aerial lifts	Aerial lifts Compaction equipment Job site lighting	Send us your equipment solution!	Tires	Finding new customers	Business health parameters
May-June 2022 Ads close: 4/5/22 Materials due: 4/13/22 Mail date week of 5/2/22	Skid steers/compact track loaders	Skid steers/compact track loaders Mini excavators Hardware and software	Send us your equipment solution!	Tier 4 engines	Low-cost marketing ideas	Long-term goal setting
July-Aug. 2022 Ads close: 6/4/22 Materials due: 6/13/22 Mail date: week of 7/1/22	Telehandlers	Telehandlers Electrical power generation Pumps	Send us your equipment solution!	Hydraulic systems	Strategic equipment expansion	Employee development
Sep.-Oct. 2022 Ads close: 8/4/22 Materials due: 8/12/22 Mail date: Week of 9/2/22	Excavators	Excavators Wheel loaders Li-ion powered equipment	Send us your equipment solution!	Li-ion battery systems	Customer research	Mergers and acquisitions
Nov.-Dec. 2022 Ads close: 10/7/22 Materials due: 10/17/22 Mail date: week of 11/4/22	Equipment attachments	Equipment attachments Spider lifts Outdoor power equipment	Send us your equipment solution!	Cooling systems	Service and support awareness	Training

Editorial calendar may change to address market news or conditions.

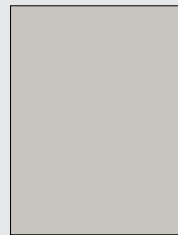
PRINT ADVERTISING SPECIFICATIONS

AD RATES

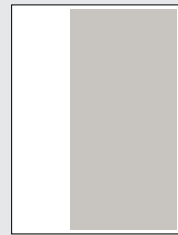
FREQUENCY	1X	3X	6X
Spread	\$5,990	\$5,775	\$5,300
Full page	\$3,320	\$3,200	\$2,945
2/3 page	\$2,890	\$2,775	\$2,500
1/2 page	\$2,150	\$2,065	\$1,895
1/3 page	\$1,800	\$1,750	\$1,600
1/4 page	\$1,355	\$1,300	\$1,195

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

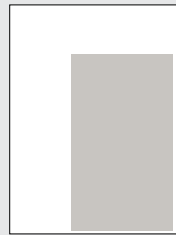
AD SIZES



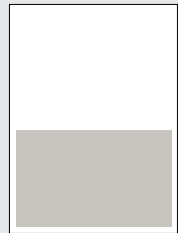
Full Page
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"



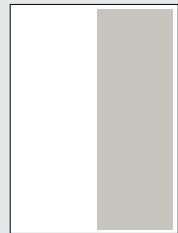
2/3 Page
4.5625" x 10"



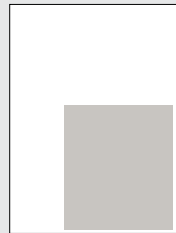
1/2 Page Island
4.5625" x 7.375"



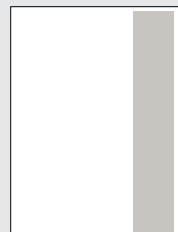
1/2 Page Horizontal
7" x 4.875"



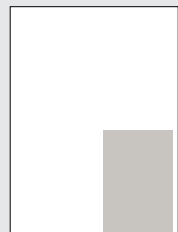
1/2 Page Vertical
3.375" x 10"



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"



Photos: Case Construction Equipment, The Toro Co., Hy-Bird Lifts

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 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 (40C/40M/30Y/100K) 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".
- 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 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 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

acctsvcs@urbaincomm.com

FAX: 920.563.4653



Photo: Wacker Neuson

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

www.ProContractorRentals.com will help increase your company's visibility whether visitors are viewing the site from their computer, 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 web site statistics: 24,589 page visits from 20,262 unique visitors monthly who stay on the site, on average, 2:08 duration.

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 per 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 web site 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 990 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. Suggested 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 should be 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 2022 sales goals.

MEET THE PROS



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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.