

# PRO CONTRACTOR RENTALS



IN THE SHOWROOM



IN THE FIELD

The industry resource  
for businesses renting  
to contractors

2017 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](http://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.

According to the ARA's forecast for U.S. construction and industrial equipment rental revenue, 2016 will show 7.6 percent growth, followed by 7.7 percent in 2017, 7.8 percent in 2018 and another 6.5 percent growth in 2019.

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 2017 sales goals.

For sales and marketing needs, please call **Bob Stange** at 866-214-3223, ext. 23 or email at [bstange@directbusinessmedia.com](mailto:bstange@directbusinessmedia.com)

For questions on product submissions and editorial features, please call **Clair Urbain** at 866-214-3223, ext. 30 or email at [curbain@directbusinessmedia.com](mailto:curbain@directbusinessmedia.com)



# 2017 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 three 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 jobsite 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 2017</b> Ad Close 12/05 Materials 12/12	Mini-excavators	Mini-excavators Concrete demolition Portable jobsite lighting	<i>Send us your equipment solution!</i>	Tier 4 engines	Add-on selling	Economic outlook	<b>World of Concrete Jan. 17-20, 2017</b> <b>ARA Show Feb. 24-28, 2017</b>
<b>Mar/Apr 2017</b> Ad Close 2/13 Materials 2/20	Trenchers	Trenchers Concrete finish/placement Trash and other pumps	<i>Send us your equipment solution!</i>	Light track maintenance	Streamline the rental process	Incorporating technology in sales/rental	
<b>May/Jun 2017</b> Ad Close 4/10 Materials 4/17	Rough-terrain telehandlers	Rough-terrain telehandlers Compressors Aerial and sissors lifts	<i>Send us your equipment solution!</i>	Lockout and warning devices	Turning rentals into purchases	Employee training	
<b>Jul/Aug 2017</b> Ad Close 6/7 Materials 6/14	Compact track and wheel loaders	Compact track/wheel loaders Power Washers Compactors	<i>Send us your equipment solution!</i>	Cooling systems	Build your rental pitch	Government rule strategies	
<b>Sep/Oct 2017</b> Ad Close 8/10 Materials 8/17	Skid-steer loaders	Skid-steer loaders Generators Heavy excavation equipment	<i>Send us your equipment solution!</i>	Hydraulic systems	Fleet analysis	Open houses and customer events	<b>STAFDA Nov. 6-8, 2017</b>
<b>Nov/Dec 2017</b> Ad Close 10/5 Materials 10/12	Compact toolcarriers	Compact toolcarriers Handheld power tools Asphalt tools and equipment	<i>Send us your equipment solution!</i>	Small engine maintenance	Promoting your point of difference	Employee recruitment	
<b>Jan/Feb 2018</b> Ad Close 12/01* Materials 12/08*	Concrete tools and equipment	Concrete tools and equipment On-site power generation Pneumatic tools	<i>Send us your equipment solution!</i>	Diesel engine upkeep	GPS guidance	Economic outlook	<b>World of Concrete Jan. 23-26, 2018</b> <b>ARA Show Feb. 18-21, 2018</b>
<b>Mar/Apr 2018</b> Ad Close 02/09* Materials 02/16*	Compact utility vehicles	Compact utility vehicles Small wheel loaders/lifts Mini-excavators	<i>Send us your equipment solution!</i>	On-board diagnostics	Your online presence	Employee development	

\*estimated dates

# MEET THE PROS



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## AD SIZES



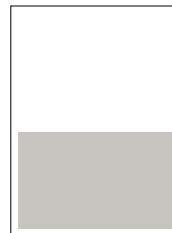
**Full Page**  
 Trim: 8.375" x 10.875"  
 Bleed: 8.625" x 11.125"



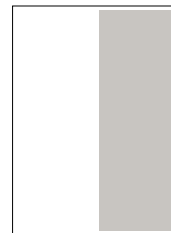
**2/3 Page**  
 4.5625" x 10"



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



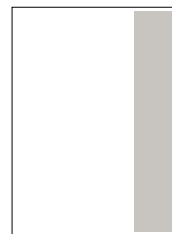
**1/2 Page Horiz.**  
 7" x 4.875"



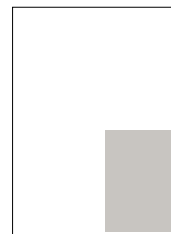
**1/2 Page Vert.**  
 3.375" x 10"



**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](http://www.hightail.com)) using the following address:  
**<https://hightail.com/u/DirectBusinessMedia>**
- E-mail [aroehl@directbusinessmedia.com](mailto:aroehl@directbusinessmedia.com)
- CD-ROM, DVD-RAM/ROM
- Other pre-approved media

## PRODUCTION CONTACT

### MATERIALS

**Amy Roehl**

866-214-3223 ext. 20 | [aroehl@directbusinessmedia.com](mailto:aroehl@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

**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

**Acceptable files:** Animated GIF or HTML5 content/animation

**Flash:** No longer recommended because major browsers do not support that technology.

*Animated ads will not work in some email systems, such as Outlook. Please submit only static ads intended for custom emails and PCR Weekly.*

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FAX: 920-397-7558

## ELECTRONIC AD SIZES AND RATES

Website	Size	Cost
Super banner ad	1,800 x 370 pixels	\$715/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

### 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, the **Specialty Tool and Fasteners Distributors Association (STAFDA) member Directory** and the **Industrial Supply Association (ISA) Annual Membership Directory**. We also publish **IDC Industrial Review** on behalf of IDC-USA.

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.