

Still looking for more great ways to advertise?

Consider an online presence with a Sponsorship Banner on RentalPulse.com. A link to your company will be listed under Sponsors and a banner advertisement will appear on the Web site, www.RentalPulse.com, as readers click through to read a story. **RentalPulse**, a weekly e-mail newsletter service of **RENTAL MANAGEMENT** magazine and the American Rental Association is published each Sunday and reaches nearly 12,000 readers, being delivered directly to their inbox. There is a limit of five sponsorships per calendar month.

Be the manufacturer that readers see each week when they open RentalPulse.

With more than 76,000 articles read on a monthly basis — **RentalPulse** is where people turn to get weekly equipment rental industry information. Plus, it's the ONLY complete industry resource, so **RP** delivers more value to its readership.

RentalPulse delivers...

- **Insider news on rental businesses** — the week's biggest news stories
- **Supplier and manufacturer information** — you and your competitors
- **Financial and economic updates** — the ups and downs in the industry
- **Risk management and safety tips** — important equipment safety features

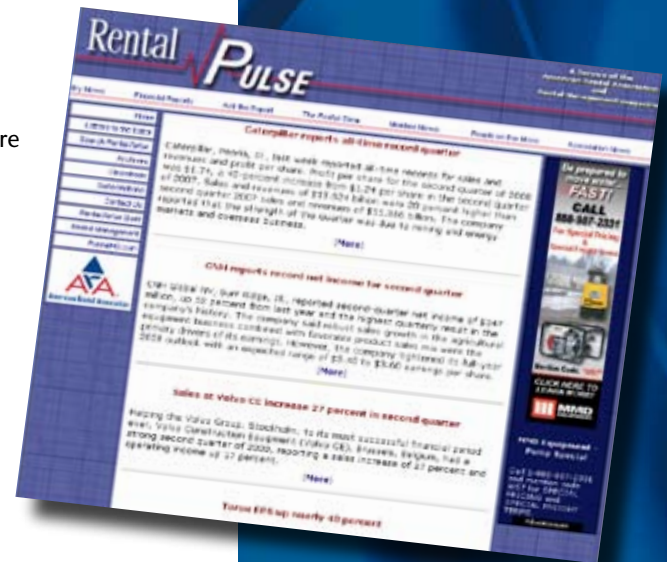
Get maximum exposure at a very affordable price.

Sept. 2008 – Feb. 2009 — \$1,000/month

March 2009 — \$1,200/month (includes bonus coverage in four issues of **RentalPulse Daily**, which is published each day at **The Rental Show**.)

April 2009 – Dec. 2009 — \$1,000/month

*all prices are net



Media:

Send materials by mail:

RENTAL MANAGEMENT
Attention: Betsy Davison,
1900 19th St., Moline, IL 61265

Send materials by e-mail:

betsy.davison@ararental.org

Ad size: Banner must be less than 50KB, 100 pixels wide by 400 pixels high or less

Accepted file type: May be either jpg or gif; animated gifs are acceptable.

Along with the banner we will need:

- Web address to link to.
- Title: 50 characters or less (optional).
- Copy: 50 characters or less (optional).