

RENTAL MANAGEMENT

All rates effective with the January 2009 issue

	Space	1X	3X	6X	12X	18X
Black & White	1-page	\$3,245	\$3,000	\$2,870	\$2,760	\$2,460
	² / ₃ -page	\$2,675	\$2,475	\$2,370	\$2,285	\$2,210
	¹ / ₂ -page island	\$2,520	\$2,340	\$2,230	\$2,140	\$2,055
	¹ / ₂ -page	\$2,120	\$1,955	\$1,835	\$1,775	\$1,720
	¹ / ₃ -page	\$1,640	\$1,500	\$1,430	\$1,375	\$1,320
	¹ / ₄ -page	\$1,460	\$1,258	\$1,190	\$1,135	\$1,080

Two Color	1-page	\$3,790	\$3,575	\$3,440	\$3,335	\$3,245
	² / ₃ -page	\$3,230	\$3,050	\$2,915	\$2,860	\$2,780
	¹ / ₂ -page island	\$3,075	\$2,910	\$2,800	\$2,715	\$2,640
	¹ / ₂ -page	\$2,670	\$2,530	\$2,410	\$2,355	\$2,290
	¹ / ₃ -page	\$2,190	\$2,075	\$2,010	\$1,945	\$1,890
	¹ / ₄ -page	\$2,000	\$1,800	\$1,730	\$1,675	\$1,620

Four Color	1-page	\$4,345	\$4,155	\$4,010	\$3,910	\$3,820
	² / ₃ -page	\$3,780	\$3,635	\$3,520	\$3,435	\$3,350
	¹ / ₂ -page island	\$3,625	\$3,495	\$3,375	\$3,290	\$3,210
	¹ / ₂ -page	\$3,220	\$3,115	\$2,980	\$2,920	\$2,870
	¹ / ₃ -page	\$2,740	\$2,665	\$2,575	\$2,525	\$2,465
	¹ / ₄ -page	\$2,555	\$2,345	\$2,270	\$2,215	\$2,165

		Four color only and non-cancellable	1-3X	4-6X	7-12X
Covers	Inside front cover		\$4,830	\$4,585	\$4,315
	Inside back cover		\$4,410	\$4,260	\$4,000
	Back cover		\$4,830	\$4,585	\$4,315

RENTAL MANAGEMENT Monthly and Supplement Issues

Space	Width	Height
2-page spread (bleed)	16 ³ / ₄ "	11 ¹ / ₈ "
1/2-page spread (bleed)	16 ³ / ₄ "	5 ³ / ₄ "
Full page (bleed)	8 ¹ / ₂ "	11 ¹ / ₈ "
Full page (no bleed)	7 ³ / ₄ "	10 ³ / ₈ "
2/3-page vertical	4 ¹ / ₂ "	10"
1/2-page island	4 ¹ / ₂ "	7 ¹ / ₂ "
1/2-page vertical	3 ³ / ₈ "	10"
1/2-page horizontal	7"	4 ⁷ / ₈ "
1/3-page square	4 ¹ / ₂ "	4 ⁷ / ₈ "
1/3-page vertical	2 ¹ / ₈ "	10"
1/4-page square	3 ³ / ₈ "	4 ⁷ / ₈ "

Space specifications:

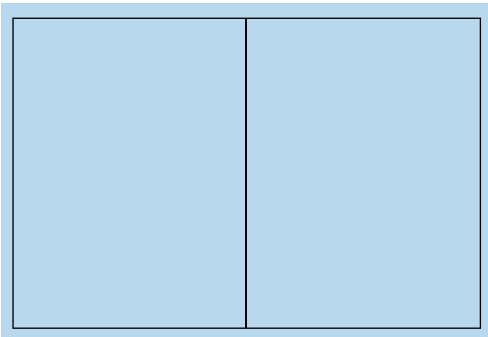
Publication trim size: 8¹/₄" by 10⁷/₈"

Bleed Specifications: All bleeds must extend at least 1/8" beyond trim on all four sides. This includes bleed ads sent as a pdf, tif or other graphic file. On anything less than 1/8" bleed, the publisher cannot guarantee consistent bleed.

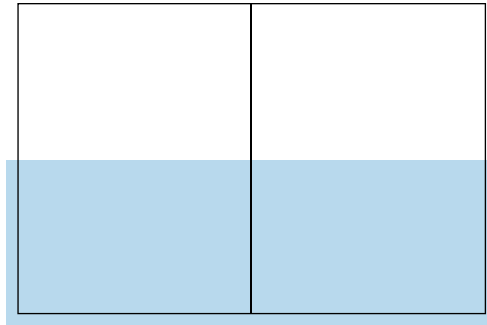
Gutter safety: All copy should be placed 0.4" from trim.

Live area: All live matter should be kept within a 7³/₄" by 10³/₈" area. Images that extend beyond this area run the risk of being trimmed off.

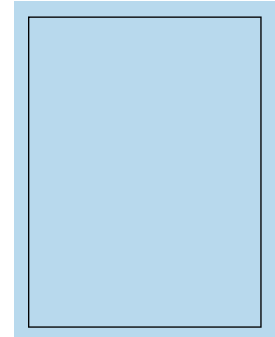
2-Page spread
with bleed



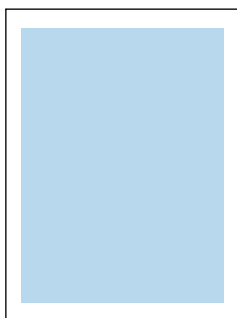
1/2 Page spread
with bleed



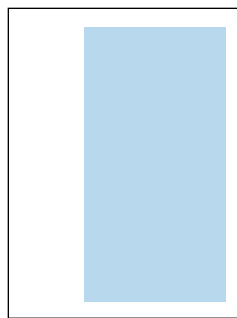
Full page
with bleed



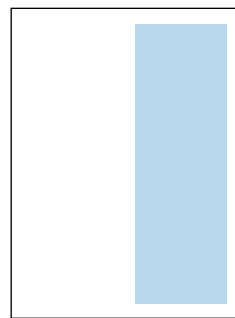
Full page
without bleed



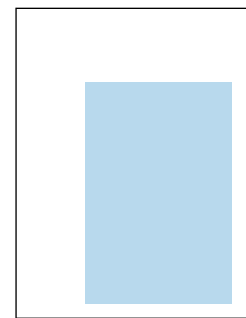
2/3 page vertical



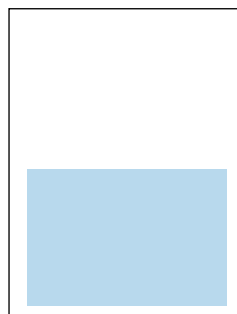
1/2 page vertical



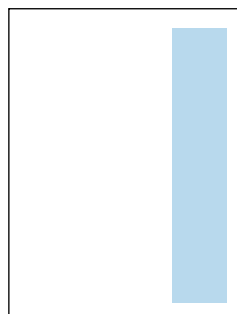
1/2 page island



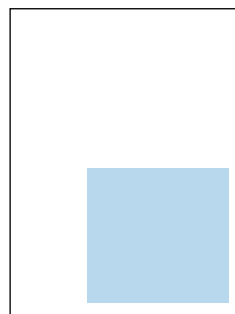
1/2 page horizontal



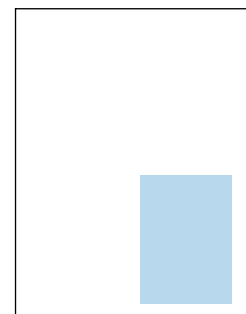
1/3 page vertical



1/3 page square



1/4 page square



Mechanical Specifications

Color:

Four-Color: All four-color images must be CMYK. If RGB or lab color artwork is submitted, it will be changed to CMYK, which may render slightly different.

Two-Color: When using Pantone or other spot colors, please make sure that the color used in both the page-layout and graphics programs are the same.

Black and White: Black and white images must be saved in grayscale mode. If color art is submitted, it will be changed to grayscale, which may render slightly different.

Rich Black: A rich black — 20% cyan, 20% magenta, 20% yellow, 100% black — should be used on large areas printing as black.

Resolution: Graphics must be 300 dpi and should be placed as close to 100 percent as possible in the ad. Photos placed at a percentage higher than 120 percent are not acceptable.

Lines: Hairline rules cannot be used. Line weights should be set at .25 pt or above.

Printing method: Web offset

File types accepted:

high-resolution (300 dpi)

■ pdf ■ tif ■ eps ■ jpg

File types NOT accepted:

low resolution (under 250 dpi)

■ dcs ■ gif ■ png

Fonts: Include, embed and/or outline all used fonts. Postscript Type 1 and True Type fonts are accepted. Include both screen and printer fonts when using postscript fonts. Open Face fonts will not be accepted.

Software types accepted: InDesign, Photoshop or Illustrator. A final pdf file will be used for placement in the magazine.

Archiving: All artwork is kept on file for one calendar year. After the deadline, it is discarded from our records.

Media:

Send materials by electronic transfer:

Load advertising materials via *RM's* ftp site:
ftp://ftp.ararental.org
Username: rmupload
Password: rm!ftp

Questions?
Call April Peterson,
RENTAL MANAGEMENT'S
advertising administrator at
(800) 334-2177,
ext. 257.

Send materials by mail:

RENTAL MANAGEMENT
Attn: Advertising
Administrator,
1900 19th St.,
Moline, IL 61265

Terms, Service & Support

Bleed: No additional charge.

Billing Terms: Total net due 30 days after billing. A late charge of 1.5 percent may be imposed monthly on accounts 30 days past due. Publisher reserves the right to run a credit report.

Cancellation Policy: Any cancellation or change must be submitted in writing 30 days prior to issue closing date. Advertiser failing to meet contracted frequency program will be subject to short rate at the current year's rate card. Publisher reserves the right to reject any advertisement. Covers are non-cancellable.

Commissions: To recognized agencies, 15 percent of gross billing on space, color, position only. No cash discount. Agency commission may be denied on accounts 60 days past due. Publisher reserves the right to require payment before acceptance.

Frequent *RM* advertiser: A frequent *RM* advertiser is a company that has placed advertising in three or more months out of the last 12 months.

Inserts: Contact your advertising representative for rates, quantities and other details.

Preferred Positions: 10 percent premium on space charge. Covers are non-cancellable.

Standard Display Rates: Rates are based on the total number of display advertising units, of any size, used within 12 consecutive months. Multiple page ads count as one unit for each page. Different sizes of ads may be combined to achieve total program frequency. Divisions of the same parent company may combine ad schedules within the same year to earn lower frequency rate.