



# rer®

rental equipment register

Rate Card No. 39

9800 Metcalf Avenue • Overland Park, KS 66212

Phone: (913) 341-1300 • Fax: (913) 967-1898

Issued: October 2009  
Effective: January 2010

www.rermag.com

## 1. DISPLAY ADVERTISING RATES

### DISPLAY UNITS: Black & White

	1x	3x	6x	12x	18x	24x	36x
Spread	\$8820	\$8550	\$8045	\$7530	\$7020	\$6505	\$5995
Page	4280	4150	4025	3765	3510	3250	2995
2/3	3405	3300	3200	2995	2790	2590	2385
1/2 Island	3160	3065	2970	2785	2590	2400	2210
1/2 h or v.	2690	2610	2525	2365	2205	2045	1880
1/3 Page	2270	2200	2130	1995	1860	1725	1590
1/4 Page	1850	1795	1740	1630	1515	1405	1295
1/6 Page	1685	1630	1580	1480	1380	1280	1180

### Color Rates

AAA Standard Colors, extra per color	\$585
PMS Matched or Metallic ink	630
Four color Process, per page	1220

### Cover Rates: Cover positions are not subject to cancellation.

Cover II	\$6055
Cover III	\$6055
Cover IV	\$6315

### Bleed Charge

Earned rate plus 10%

## a. MARKETPLACE ADVERTISING

Available in every issue • 3-3/8" x 4-7/8" • 4-color

Send slide, transparency or photo, 60 words of copy and logo to:

Specialty/Classified Ad Production, *Rental Equipment Register*, 9800 Metcalf Avenue, Overland Park, KS 66212, michael.penelton@penton.com.

### Rates (gross)

1x	3x	6x	12x	18x	24x	36x
\$1320	\$1280	\$1240	\$1160	\$1080	\$1005	\$925

## b. ONLINE ADVERTISING: rermag.com

Call your account executive or visit <http://advertisers.rermag.com> for information about an integrated print/online advertising program to promote your product or service.

## c. CLASSIFIED ADVERTISING

Price per column inch:

1x	6x	12x
\$159.40	\$151.45	\$135.50

Price by the word: \$1.80 per word, 20 word minimum. Blind box: \$40.58 extra. Rates reflect net cost.

Online Classified/Recruitment: \$2.00 per word, 20 word minimum. Corporate Job Locator: \$1750.00 per month, frequency discounts available. Rates reflect net cost.

Contact Diane Mason, classified sales, at (913) 967-1736. [diane.mason@penton.com](mailto:diane.mason@penton.com)

## d. INSERTS: Please call for rates, policies and specifications.

## 2. MECHANICAL REQUIREMENTS

### a. PAGE SIZE

Publication Trim Size:	7-3/4" x 10-3/4"
Live Area:	7" x 10"
Column Width:	2-1/4"

### b. SPECIFICATIONS FOR BLEED

Single-page bleed:	8" x 11"
Two-page spread bleed:	16 1/4" x 11"
1/2 horizontal spread bleed:	16-1/4" x 5-1/2"

### c. AD SPACE DIMENSIONS

All critical ad content should be kept 1/4-inch from all trims. Spread ads should allow a total of 1/4-inch safety in gutter.

Full Page (live area)	7" x 10"
2/3 Page	4-5/8" x 10"
1/2 Horizontal	7" x 4-7/8"
1/2 Island	4-5/8" x 7-3/8"
1/2 Vertical	3-3/8" x 10"
1/3 Vertical	2-1/4" x 10"
1/3 Square	4-5/8" x 4-7/8"
1/4 Standard	3-3/8" x 4-7/8"
1/4 Horizontal	7" x 2-3/8"
1/6 Vertical	2-1/4" x 4-7/8"
1/8 Horizontal	3-3/8" x 2-3/8"
1/8 Vertical	2-1/4" x 3-5/8"

### d. GENERAL SPECIFICATIONS

Printing Method: Web Offset

Binding: Saddle Stitch

Paper: Cover printed on 70-lb. coated offset; text printed on 36-lb. coated groundwood offset

Ink: SWOP standard and four-color process

### e. DIGITAL AD SPECIFICATIONS

Advertisers are strongly encouraged to submit advertising materials in a digital format prepared according to the following guidelines:

Preferred Applications: QuarkXpress™; Adobe Pagemaker®; Adobe InDesign®.

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Distiller job-options file and more information on creating acceptable PDF files, visit [www.pentonads.com](http://www.pentonads.com). Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)

Photos: 300 dpi, actual size, CMYK color model, .tif or .eps format.

## ADVERTISING SALES EXECUTIVES:

David Sevin—Eastern & South Central U.S.

Canada (NB, NL, NS, ON, QC), Europe

(401) 246-1903, FAX (913) 514-7454

[dsevin@rermag.com](mailto:dsevin@rermag.com)

Jim Carahalios—Western & North Central U.S.

Canada (AB, BC, MB, SK)

(303) 697-1701, FAX (303) 697-1703

[james.carahalios@penton.com](mailto:james.carahalios@penton.com)

Diane Mason-Classifieds

(913) 967-1736, FAX (913) 514-6736

[diane.mason@penton.com](mailto:diane.mason@penton.com)

**Illustrations:** 800 dpi minimum for line art; CMYK color model; .eps format with color preview.

**Fonts:** Send screen and printer fonts for use in producing the ad. On illustrations it is recommended to convert text to outline before saving as .eps.

**Lettering:** Reproduce all reverse lettering with a minimum of colors using key color for shape of letter and making letter in subordinate colors larger to reduce register problem. Type smaller than 8 point with fine serifs should be avoided.

**Line Screen:** 133-line screen recommended but not to exceed 150; 120-line screen recommended for black and white halftones.

**Tone Value:** Sum percentages for four-color process art is recommended at 265%; per SWOP total density should not exceed 300%; required value of over 85% for any one color should be made solid.

**Proofs:** We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji First-Proof, etc.). *Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.*

**FTP Upload:** ftp://ftpserver2.penton.com/adclient/rentalequipregister. Please contact the publication Production Coordinator when files are submitted.

**Media:** Mac or IBM CD, Zip 100, floppy; electronic transfer via e-mail or FTP.

Ad materials supplied as film will be converted to a digital file at a cost of \$50.00 per ad.

**For complete preparation guidelines and file delivery information, please visit [www.pentondigitalads.com](http://www.pentondigitalads.com) or contact the publication Advertising Production Coordinator.**

**f. SHIPPING INSTRUCTIONS:** Send all advertising contracts, insertion orders, materials, and correspondence to:

Susan Winters, Ad Production Coordinator  
*Rental Equipment Register* (issue date)  
9800 Metcalf Avenue, Overland Park, KS 66212-2216.  
(913) 967-7520, fax (913) 514-7521  
Susan.Winters@penton.com

**Ship pre-printed inserts prepaid to:**

*Rental Equipment Register* (issue date), c/o Quebecor World  
1700 James Savage Rd., Midland, MI 48642

Eight copies must be sent to the *RER* Production Coordinator at the Overland Park address above.

### 3. GENERAL INFORMATION

**a. RATE POLICY AND CONTRACT PROVISIONS:** All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. **The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication.** The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

**b. AGENCY COMMISSION:** 15% of the gross billing allowed to recognized advertising agencies on space, color, bleed, and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

**c. SEQUENTIAL LIABILITY:** Advertiser and Advertising Agency are jointly and severally liable for payment. The Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

**d. CANCELLATION POLICY:** Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

**e. ERROR LIABILITY LIMIT:** The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in key numbers, the Reader Service section, advertisers' index, or any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

**f. SHORT RATE PROTECTION:** Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

**g. RATE CARD IN EFFECT:** Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

**h. TERMS OF SALE:** Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. The Publisher will not accept any form of payment that which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

**i. LINE OF CREDIT:** Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of the Publisher, and no advanced notification is promised or implied.

**j. PAST DUE ACCOUNTS:** Orders may be held at the Publisher's sole discretion.

**k. COLLECTION RELATED ISSUES:** If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

**l. JURISDICTION:** Advertising Agencies and/or Advertisers agree that any legal action arising between the Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Kansas, Johnson County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

**m. NOTIFICATION TO PUBLISHER:** If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within 10 working days.

**n. DEFINITIONS:** As used in this section and this rate card, the term "Publisher" shall refer to *Rental Equipment Register* and its parent company.

**o. COVER POSITIONS:** (See published rates.) Available on the basis of a minimum six-time contract only. Can be cancelled only on a written 60-day notice prior to closing date.

**p. SPECIAL POSITIONS:** In addition to cover positions, special positions may be available. Contact your advertising sales representative for availability and to request a premium/special position. Exact position and charge must be indicated in space order and authorized by publisher. Positions are subject to availability and color capability.

**q. BLEED CHARGE:** Add 10% on space and color.

**r. LATE COPY POLICY:** Advertisements not received by our advertising production department by closing date are not entitled to the privilege of review or revision by the Advertiser or its Advertising Agency.

**s. COPY CHANGES:** When change of copy is not received by closing date, copy furnished or run in previous issue will be printed at the sole discretion of the Publisher.

**t. CONVERSION/HANDLING CHARGES:** Conversion to Publisher's requirements will be billed at Publisher's cost.

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