

rer[®]

rental equipment register

Marketplace Advertising

Save on 4-color advertising with *RER* Marketplace ads! With a Marketplace ad, you can showcase your product in a 1/4-page, 4-color ad for a special low rate.

In addition to saving money, you will save time. When you buy a *RER* Marketplace ad and send us copy, your logo and a picture of your product, we design the ad for you. *RER* will also assign a reader service number for sales leads. *RER* Marketplace is available in every issue.

Send artwork, copy and logo to:

Specialty/Classified Ad Production
Rental Equipment Register
9800 Metcalf
Overland Park, KS 66212
E-mail: michael.penelton@penton.com

Marketplace Rates (Gross)

1x	3x	6x	12x	18x	24x	36x
\$1280	\$1245	\$1205	\$1125	\$1050	\$975	\$895

James Carahalios

Western & North Central U.S.

(AK, AZ, CA, CO, HI, IA, ID, IL, KS, MN, MT, ND, NE, NM, NV, OK, OR, SD, UT, WA, WI, WY)

Canada (AB, BC, MB, SK)

(303) 697-1701, FAX (303) 697-1703
jim.carahalios@penton.com

David Sevin

Eastern & South Central U.S.

(AL, AR, CT, DC, DE, FL, GA, IN, LA, KY, MA, MD, ME, MI, MO, MS, NC, NH, NJ, NY, OH, PA, RI, SC, TN, TX, VA, VT, WV)

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

(401) 246-1903, FAX (913) 514-7454
dsevin@rermag.com

Your 4-Color Slide, Transparency or Photo Here

Up to 60 words, including:

Company Name
Address
Phone Number

Logo



Circle (000) on Reader Service Card
(Actual size shown: 3 3/8" x 4 7/8")

Why *RER* Magazine is #1

Rental industry professionals rated *RER* #1 for coverage in every subject surveyed — from product information to industry news.¹

More than 21,237 subscribers² receive *RER* every month. Each issue is seen by an average of 2.6 people — for total reach to more than 50,000.¹

89% of *RER* subscribers make decisions about equipment purchases.¹

The average *RER* reader has been reading the magazine for 9 years, picks up each issue 3 times and keeps each issue for more than 6 months.¹

¹Publisher's Own Data

²*RER* June 2011 BPA Worldwide Circulation Statement.