

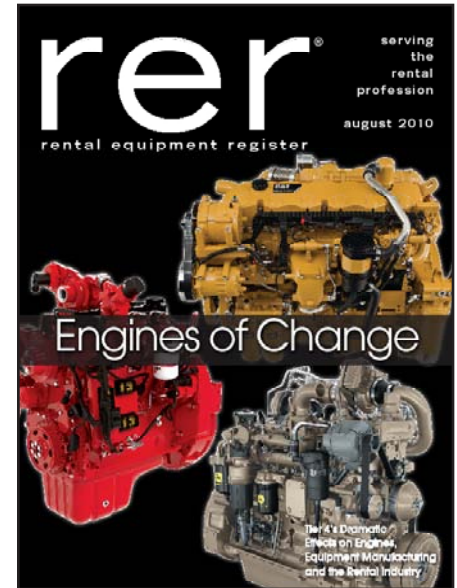
Now, *RER* can help you produce and distribute your corporate brochures, catalogs and product information to more than 21,237¹ rental professionals nationwide—in a way that guarantees dynamic exposure!

Your brochure, catalog or literature will be polybagged along with a regular monthly issue of *RER* magazine, and sent to our readers – owners, executives, directors and managers in rental centers throughout the country.

RER is the preferred rental industry publication. In a recent study, *RER* was rated #1 in coverage in every subject category surveyed—from product information to industry news.² Your message gets **maximum attention and exposure**.

Simple. And very cost efficient.

With the *RER* Ride-Along, you save big on printing, on postage and on mailing lists—yet you'll be reaching the key decision makers in an industry that spends **\$21.8 billion** each year on equipment.²



- **Reduce your printing costs!** As a publishing company, our printing contacts and buying power can deliver your brochure, catalog or materials with extremely competitive pricing. Call to compare! (Why not over-print enough brochures for your sales and tradeshow needs?)
- If you prefer to print yourself, simply supply the finished product for inclusion in a mailing with an issue of *RER*. (Please note that certain weight restrictions will apply to pieces to be mailed with an issue of *RER*.)
- **Reduce your postage costs!** By mailing with an issue of *RER* you'll enjoy substantial savings over standard postage rates. Call your sales manager for details.
- **Create a highly-targeted** direct mail campaign, at a fraction of the cost!

New Postal Regulation: Ride-Along Size Restriction Eliminated!

For additional information, specifications and pricing, contact your Account Executive:

Jim Carahalios

Western & North Central U.S.

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