

CANADIAN

RENTAL

SERVICE



2017
MEDIA PLANNING
GUIDE

www.canadianrentalservice.com

We Reach Your MARKET



Canadian Rental Service is written specifically for Canadian rental operators. Each issue profiles a prominent rental store and features high-quality editorial on issues relevant to the Canadian market. This encourages rental people to enhance their business and purchase new products. Make sure that your ad message reaches them when they are evaluating purchasing options.

Our Readers

Are involved in renting equipment and products to contractors, road builders and homeowners. Typical products include construction equipment, general tools, lawn and garden products, computer software, and party products.

Canada's original voice of the rental industry was established in 1976.

Audience Reach – 4,102

Canadian Rental Service reaches every known rental house across Canada. Your advertising campaign in *Canadian Rental Service* magazine – both the printed version and the web version – makes a strong and effective cornerstone for your overall marketing strategy to reach the Canadian rental industry.



SALES MANAGER
Ed Cosman
ecosman@annexweb.com
519.429.5199



EDITOR
Patrick Flannery
pflannery@annexweb.com
226.931.0545

GROWING Your Business

Canadian Rental Service is owned by Annex Business Media, an independent company publishing 40 business-to-business titles using its own state-of-the-art Komori press and distribution centre. One phone call, and we'll handle all of your marketing needs:

- Display advertising
- Online advertising
- Buyers guide, print and online
- 2017 calendar of events in the industry
- Custom publishing
- Inserts and outserts
- Custom printing: product catalogues, brochures, direct mail pieces, posters, flyers and much more!
- Layout and design services available



Integrated Advertising

Advertising your products through positioning in a multitude of platforms will ensure that you are constantly in front of our loyal readers (your customers), which will increase your opportunity to be at the top of their purchasing short list.

The best way to brand your company and market your products with *Canadian Rental Service* is to invest in an integrated media plan. What better way to extend your reach each month than to reinforce your print ads with an interactive website – with its flexible, engaging, cutting-edge multimedia features. Business-to-business magazines coupled with user-friendly, interactive websites motivate and help your desired audience find out more about you. Being part of the online community at canadianrentalservice.com will do just that – and more.

2017 Print Advertising Rates

Full Colour

	1X	3X	6X	9X
Full Page	4,029	3,945	3,827	3,766
2/3 Page	3,437	3,367	3,293	3,223
1/2 Page (Island)	3,378	3,305	3,233	3,163
1/2 Page	3,073	3,014	2,951	2,863
1/3 Page	1,907	1,866	1,825	1,782
1/4 Page	1,609	1,573	1,537	1,500
1/6 Page	475	460	435	425

Company on the Move – \$5,600

A great way to tell our readers (your customers) about your latest company developments and innovations. Two-page spread



Print + Mail Promotion – \$2,400

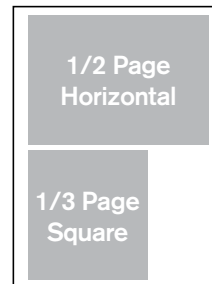
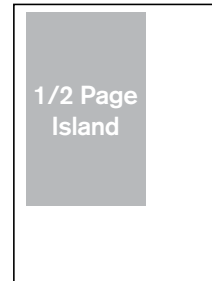
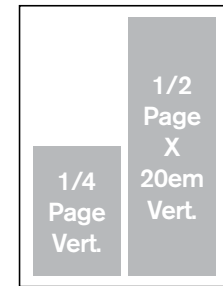
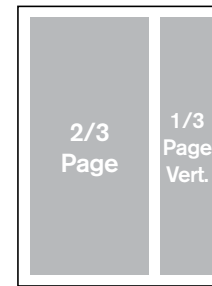
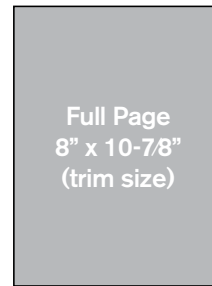
Single sheet insert (8 1/2" x 11")
September issue only.
Printed two sides



Wall Calendar – \$1,400

The December issue will feature a pull-out wall calendar. It lists all the significant dates for the rental industry for the coming year. Plan to include your ad message!
6 1/2" x 2 3/4"

Ad Sizes



Publication Trim Size	8" x 10-7/8"
Full Page Bleed Size	8-1/4" x 11-1/8"
Full Page Live Area	7" x 10"
2/3 Page	4-5/8" x 10"
1/2 Page Horizontal	7" x 5"
1/2 Page Island	4-5/8" x 7-1/2"
1/2 Page Vertical	3-3/8" x 10"
1/3 Page Square	4-5/8" x 5"
1/3 Page Vertical	2-1/8" x 10"
1/4 Page Vertical	3-3/8" x 5"
1/6 Page	3-1/2" x 3-1/3"

For technical specifications and FTP information please contact bcomer@annexweb.com

Digital Media Products

Your marketing dollars are more precious than ever and positioning your message where your customers are seeing it daily is key to advertising success. Our digital advertising options will put your message in front of an engaged audience that is your prime target market. Our digital offerings allow our advertisers to reach all sectors of the rental industry. Or, you can specifically target each of these to reach your marketing goals. Interactive, engaged, qualified!

Website Display Advertising

- Wallpaper, Leaderboard, Big Box, Skyscraper, Button ads on specific, topical pages
- Online Buyers Guide, Digital Version Sponsorship
- Daily Video Sponsorship

Online Video & Video Production

- Let our professional production team create your video promotion
- Post your video on our home page or “Supplier Video and Promotions” page, reaching and engaging your prime target market

Lead Generation With E-Connects

- Capture lead-generating data with sponsorship of our weekly e-newsletter or e-blasts to reach over 2,200 e-mail subscribers!

Custom-Built Microsites

- Custom content focusing on relevant and specific topics

Digital Inserts

- Showcase your product brochure or promotional piece on our Supplier Video and Promotions page

Website Display/Banner Rates

Online Advertising

	1X	3X	6X	9X	12X
Wallpaper	\$ 1,000				
Leaderboard	\$ 945	\$ 898	\$ 851	\$ 803	\$ 756
Big Box	\$ 735	\$ 698	\$ 662	\$ 625	\$ 588

Digital Advertising

	up to 4X	5-9X	10-14X	15-19X	over 20X
Video Advertising	\$ 700				
E-News	\$ 525	\$ 499	\$ 473	\$ 446	\$ 420
E-Blast	\$ 1,575	\$ 1,496	\$ 1,418	\$ 1,339	\$ 1,260
Digital Ad-Vantage	\$ 1,050	\$ 1,050	\$ 1,050	\$ 1,050	\$ 1,050

* Web rates are per month/per delivery

Custom-Built Microsites – \$3,500

Sole sponsorship includes:
 Leaderboard and Big Box
 Advertorial Content/Sponsored Content
 Video Hosting

E-Blast

Exclusive \$1,575
 * E-Connect data capture included



Weekly E-News Sponsorship (Per Delivery)

Banner \$400
 Sponsored Content \$550

- * Now Mobile Friendly
- * Contact for details and sizing.
- * E-Connect data capture included

2017 Editorial Calendar

EDITION	EDITORIAL TOPIC	ADVERTISING FEATURE	BOOKING DEADLINE
February	Landscaping/Lawn Care	2017 Show Preview	Dec. 9
March	Party and Outdoor Events	Literature Review	Jan. 27
April	Excavators	Annual Buyers Guide FREE logos for advertisers	March 3
May	Concrete Equipment	\$1850 Polybag Promotion	March 24
June	Compaction Equipment		April 28
August	Skid Steers	Top 10 Under 40 2-for-1 ad special	June 23
September	Annual Heater Review	CRA Membership Directory Print and mail promotion	July. 28
October	Lifts and Handlers		Aug. 25
December	Computer Software Review	Pull-out wall calendar	Oct. 27

The sworn statement of circulation showing readership breakdown by province is available - simply request a copy from Ed Cosman.

Contact Information

Sales Manager	Account Coordinator	Editor
Ed Cosman E-mail: ecosman@annexweb.com Direct Line: 519-429-5199 Tel: 1-888-599-2228, ext. 276 Fax: 1-888-404-1129	Barb Comer E-mail: bcomer@annexweb.com Direct Line: 1-519-429-5176 Tel: 1-888-599-2228, ext. 235 Fax: 1-888-404-1129	Patrick Flannery E-mail: pflannery@annexweb.com Tel: 226-931-0545 Fax: 1-888-404-1129
Mailing Address:		
P.O. Box 530, 105 Donly Drive South, Simcoe, ON N3Y 4N5 Tel: 1-519-428-3471 Fax: 1-888-404-1129		



New Products



Columns

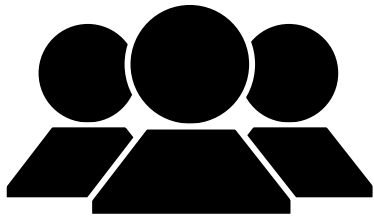


Editorial



We Surveyed Our Readership in 2016...

Here are some key results:



10,772

is the average readership of each issue, including pass along!

62.5%

of our readers have contacted advertisers directly from Canadian Rental Service ads!

85.4%

of our readers indicate they have direct purchasing influence within their organization; your message will be reaching your target audience!

100%

of our readers rated Canadian Rental Service from Excellent to Good overall!

94.7%

indicate Canadian Rental Service meets the needs of their industry!

Statistics are based on responses to our May 2016 readership knowledge survey.



To learn more about data from our readership insights program, contact Ed Cosman | Sales Manager | 519.429.5199 | ecosman@annexweb.com