



**2024 Rental Rally
Tradeshow Pocket Program
Advertising \$600 per Ad**

Mechanical Requirements: All ads should be furnished as high resolution TIFF, JPEG or PDF files in PC format. Web images of GIF files are not acceptable. All artwork and photos must have a resolution of 300 dpi. Line art must have a resolution of 600 dpi.

Artwork should be submitted to info@calrental.org by December 8, 2023.

BACK COVER Specifications:

* Full Color Ad **SOLD**

* Dimensions: 3.0625" Wide by 7.5" Tall

INSIDE FRONT COVER Specifications:

* Full Color Ad **SOLD**

* Dimensions: 2.75" Wide by 7.5" Tall

INSIDE BACK COVER Specifications:

* Full Color Ad

* Dimensions: 2.75" Wide by 7.5" Tall

CENTER FOLD Specifications:

* 2 Page Black & White Spread

* Dimensions: 5.75" Wide by 7.5" Tall

* Artwork should be furnished in Black and White or Grayscale. If you want to use a spot color, please either indicate the areas you want in color or submit you ad as a Photoshop (PSD) document with the color on a separate layer. The spot color will be determined during the design phase by CRA.

The Pocket Program will be distributed at the show. All ad copy is subject to publisher's approval. Purchaser of the advertising space assumes all responsibility for the entire content of any ad and assumes responsibility for any claims or costs of claim litigation arising against the advertiser.

CRA • PO Box 348420, Sacramento, CA 95834 • Phone (800) 272-7400 • Fax (916) 570-1384 • Info@CalRental.org

Name _____ Company _____

Address _____ City, State, Zip Code _____

Phone _____ Email _____

Ad Location: Back Cover **SOLD** Inside Front Cover Inside Back Cover Center Fold Amount Due: **\$600.00**

PAYMENT METHOD:

- () CHECK (only U.S. Funds accepted)
Payable to California Rental Association
- () CREDIT CARD

FOR OFFICE USE ONLY:

_____ Check No./Auth.#

Date entered _____ by _____

If Paying by Credit Card,
Complete this Box:

Card # _____ Exp. Date _____

Cardholder's Name _____ Security Code _____

Cardholder's Signature _____ Billing Zip Code _____

E-mail for Receipt: _____