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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.

Tour Color Ad	BACK COVER		Specifications:
Tolimensions: 3.0625" Wide by 7.5" Tall	*Full Color Ad	SOLD	
INSIDE BACK COVER Full Color Ad Dimensions: 2.75' Wide by 7.5' Tall CENTER FOLD 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 advertisings 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. AA - PO Box 348420, Sacramento, CA 95834 - Phone (800) 272-7400 - Fax (916) 570-1384 - Info@CalRentz e	*Dimensions: 3.0625" Wide by 7.5" Tall		
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