



THE OFFICIAL VOICE OF THE
RENT-TO-OWN INDUSTRY

RTOHQ.ORG



MEDIA GUIDE

RTOHQ: The Magazine • APRO Member Directory
APRO Today eNewsletter • Audience Retargeting

Reach the leaders of the nation's RTO industry!

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



BY THE NUMBERS

\$9.9B

Rent-to-own (RTO) industry revenue was approximately \$9.9 billion last year.

4.8M

America's RTO industry services 4.8 million customers.

3,400

RTOHQ: The Magazine is distributed to 3,400 RTO decision-makers.

35+

For over 35 years, APRO has been the voice of the RTO industry.

ABOUT APRO

The Association of Progressive Rental Organizations [APRO] is the international voice for the rent-to-own industry. Founded in 1980, APRO is the nonprofit trade association that represents and advocates for the rent-to-own industry before the U.S. Congress, the Internal Revenue Service, state legislatures, federal and state government agencies, the media and the public.

Every day, people throughout the RTO world turn to APRO to stay informed about the latest industry news, updates, and more. Advertising with APRO is the perfect way to reach thousands of rent-to-own dealers, owners, managers, employees, manufacturers, and suppliers. APRO's media platforms help you get in front of key decision makers in this niche market.



Contact
your Naylor
representative to
reach the leaders of
the nation's RTO
industry!

apro

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Sources: APRO Questionnaire

2019 Editorial Calendar

ISSUE	FEATURES	SPACE RESERVATION	AD COPY DATE
Spring 2019	<ul style="list-style-type: none"> • "Disparate Impact" Impacts You • A Marriage That Works • Survival Of The Freshest 	February 22, 2019	February 26, 2019
Summer 2019	<ul style="list-style-type: none"> • What Your Customers Need to Know • Buddy's Celebrates Peak Performers in Cancun • Trumped By The Nuns: Fear And Loathing Among The Cheeseheads 	May 7, 2019	May 9, 2019
Fall 2019	<ul style="list-style-type: none"> • RTO World Coverage • RTO and Politics • Every Day, They're Side-Hustlin' 	August 12, 2019	August 14, 2019
Winter 2019	<ul style="list-style-type: none"> • Attracting and Retaining Talent in Your Business 	October 29, 2019	October 31, 2019

**Editorial Calendar is tentative and subject to change.*

RTOHQ: The Magazine

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

APRO members receive a 10% discount on all rates!

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4x
Double Page Spread	\$3,759.50	\$3,379.50	\$2,909.50
Outside Back Cover	\$3,329.50	\$3,079.50	\$2,949.50
Inside Front or Inside Back Cover	\$3,179.50	\$2,929.50	\$2,799.50
Full Page	\$2,529.50	\$2,279.50	\$2,149.50
2/3 Page	\$2,179.50	\$1,959.50	\$1,849.50
1/2 Page	\$1,599.50	\$1,439.50	\$1,359.50
1/3 Page	\$1,209.50	\$1,089.50	\$1,029.50
1/4 Page	\$919.50	\$839.50	\$779.50
1/6 Page	\$719.50	\$649.50	\$609.50
1/8 Page	\$459.50	\$419.50	\$389.50

Black-and-White Rates	1x	2-3x	4x
Full Page	\$1,649.50	\$1,479.50	\$1,399.50
2/3 Page	\$1,419.50	\$1,279.50	\$1,209.50
1/2 Page	\$1,039.50	\$939.50	\$879.50
1/3 Page	\$789.50	\$709.50	\$669.50
1/4 Page	\$599.50	\$539.50	\$509.50
1/6 Page	\$469.50	\$419.50	\$399.50
1/8 Page	\$369.50	\$329.50	\$309.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

- **Leaderboard** | \$1,000
- **Rectangle** | \$900
- **HTML5 Ad** | \$850
- **Top TOC Mobile Banner** | \$750
- **2nd TOC Mobile Banner** | \$650
- **Large Insert** | \$700
- **Medium Insert** | \$600
- **Video Sponsorship** | \$550

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

RTOHQ: The Magazine

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

RTOHQ: The Magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop
Responsive HTML
Reading View



1 Leaderboard (all views) | \$1,000

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$900

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$750

4 2nd TOC Mobile Banner | \$650

Additional TOC Mobile Banner | \$500

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$850

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$550

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$700

• Medium Insert | \$600

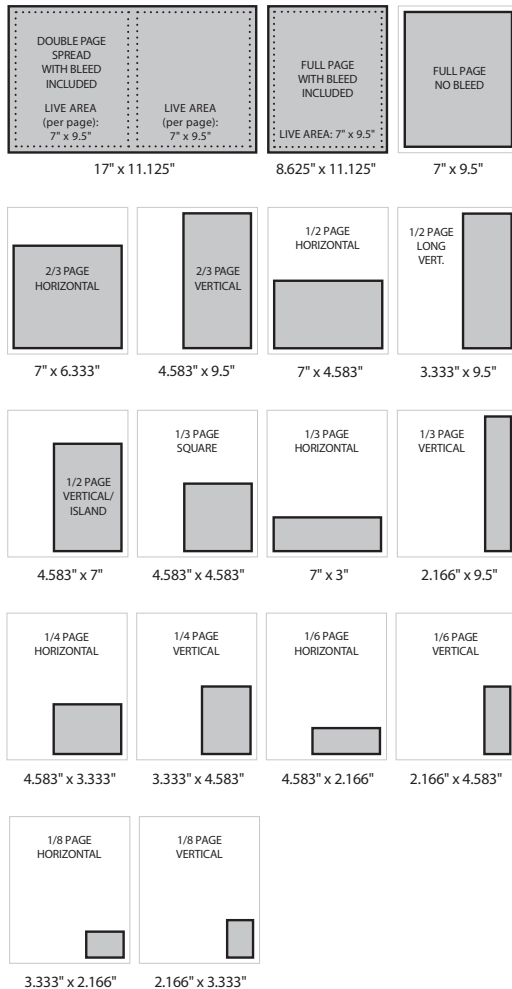
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For the latest online specs, please visit www.naylor.com/online-specs

RTOHQ: The Magazine

PRINT ADVERTISING SPECIFICATIONS

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Production Services, Proofs and Revisions

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Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"
 1 Page / 2 surface: 8.375" x 10.875"
 2 Page / 4 surface: 8.375" x 10.875"
 Postcards: 6" x 4.25"
 Heavy Card Stock Insert: 8.25" x 10.75"
 Postal Flyersheets: 8.5" x 11"

Digital Edition

For the latest online specs, please visit
www.naylor.com/online specs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

APRO TODAY eNEWSLETTER

ABOUT THE eNEWSLETTER

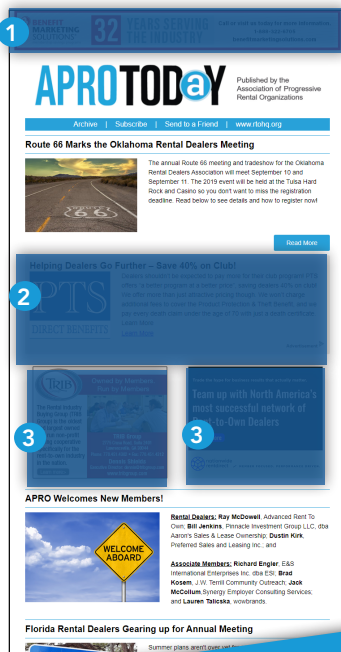
Now more than ever, professionals consume information on the go. Our APRO Today eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of APRO Today eNewsletter:

- Delivers your message directly to the inbox of 5,000 decision-makers on a regular basis
- Opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other APRO publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



Top half of APRO Today eNewsletter



Distributed twice per week!

APRO Today eNewsletter is published approximately 100 times per year!

Bottom half of APRO Today eNewsletter



1 Top Leaderboard

6 Months | \$4,000 728 x 90 pixels

- Located at the very top of the eNewsletter

2 Sponsored Content

6 Months | \$3,000

- Image/Logo must be 180w X 150h pixels
- Headline: Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words

3 Top Rectangles

6 Months | \$2,500 300 x 250 pixels

- Only two spots available – NO ROTATION

4 Lower Rectangles

6 Months | \$2,000 300 x 250 pixels

- Only two spots available – NO ROTATION

5 Lower Leaderboard

6 Months | \$1,500 650 x 90 pixels

- Located towards the bottom of the eNewsletter

For the latest online specs, please visit www.naylor.com/onlinespecs

AUDIENCE RETARGETING

EXTEND YOUR REACH beyond APRO's website and keep your brand top of mind with leading rent-to-own industry professionals. **APRO has been the voice of the RTO industry for more than 35 years.** Its members and other industry professionals contribute to over **140,000 pageviews every year** to APRO's website. Through programmatic retargeting you can create customized campaigns to reach only your target audience, increasing your ROI and eliminating wasted impressions.

Targeting Tactics

Using a combination of our top targeting tactics will help you achieve your campaign goals.

- **Geo-fencing** location based advertising focused on specific geographic shapes
- **Search retargeting** target prospects with display ads based on the searches they perform across the web
- **Site retargeting** targets users who have already visited your site while they are visiting other sites across the web
- **Contextual targeting** looks at the *category* or *keywords* of the current page a consumer is viewing and then serves them ads that are highly relevant to that content

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES

GO	PRO	PRO+
Starting at \$2,250/12 months	Starting at \$2,750/12 months	Starting at \$3,750/12 months
12-Month Contract	12-Month Contract	12-Month Contract
75,000 Approximate Impression Goal	100,000 Approximate Impression Goal	150,000 Approximate Impression Goal
INCLUDES: <ul style="list-style-type: none"> ✓ Standard Month End Results ✓ End of Campaign Performance Metrics 	INCLUDES: <ul style="list-style-type: none"> ✓ Standard Month End Results ✓ End of Campaign Performance Metrics ✓ Strategic Insights/Recommendations 	INCLUDES: <ul style="list-style-type: none"> ✓ Standard Month End Results ✓ End of Campaign Performance Metrics ✓ Customized Campaign Reporting ✓ Campaign Optimization ✓ Creative Optimization ✓ Strategic Insights/Recommendations

RTOHQ.ORG

Advertising on the APRO Website

Advertising on the APRO website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to the APRO website (RTOHQ.org) to learn about upcoming association events, discover ways to maximize their APRO membership, and view the latest issues of *RTOHQ: The Magazine* digital edition. Advertising on RTOHQ.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of RTO professionals.

Features of website advertising:

- Cross-promoted in other APRO publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



① Super Leaderboard | \$4,750

Run of site. 3 rotations. 970 x 90 pixels.

② 1st Rectangle | \$3,500

Run of site. 3 rotations. 300 x 250 pixels.

③ 2nd Rectangle | \$3,000

Run of site. 3 rotations. 300 x 250 pixels.

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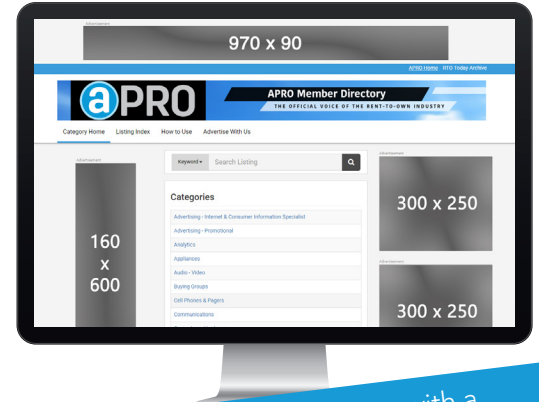
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APRO MEMBER DIRECTORY

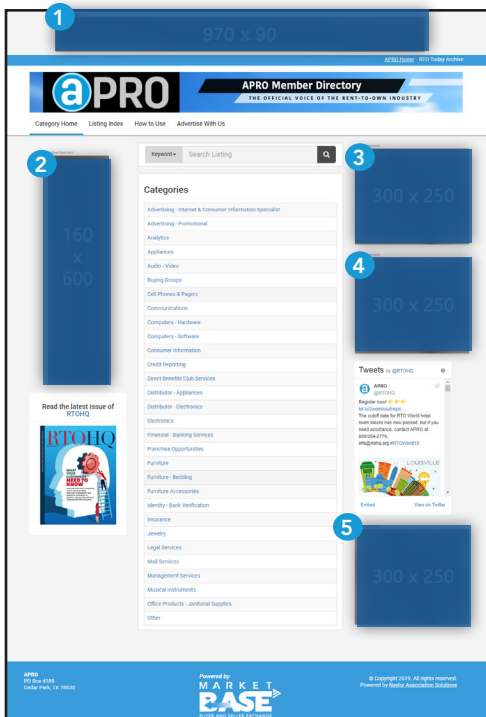
The APRO Member Directory is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, our online directory makes it easy to locate products and professional services geared to the RTO industry.

A Reference at Your Fingertips:

- Cross-promoted in other APRO communication pieces
- Optimized to drive traffic from search engines and the APRO home page
- Efficient browsing with fewer clicks
- Users can set as their default browser, bringing them to your listing
- Directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content



The purchase of any display ad comes with a **COMPLIMENTARY Premier Listing** – a \$595 value!



1 Super Leaderboard – EXCLUSIVE | \$3,500

Display your business uniquely on every page of the directory and showcase your company at the top of every page with a call to action.

2 Skyscraper (3 rotations) | \$3,000

Your message will be prominently displayed! One Skyscraper appear in the left column of every page on the site.

3 1st Rectangle (3 rotations) | \$2,750

The Rectangle positions are placed and sized to catch attention and are located in the right column.

4 2nd Rectangle (3 rotations) | \$2,250

The Rectangle positions are placed and sized to catch attention and are located in the right column.

5 Category Rectangle | \$1,250

Category sponsorship. Two per category.

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APRO Members Only! Not a member? Contact membership@rtohq.org to join or advertise.