



**CRA**

California Rental Association

## MEDIA KIT

# Reach the growing rental industry in California worth nearly \$9 billion

- *Membership Resource Directory* • *Rental Rally* magazine • *Rental Rally Tradeshow Guide* • *Rental Rally Tradeshow eNewsletter* • *CRA eNewsletter* • [calrental.org](http://calrental.org) •

FOR MORE INFORMATION, PLEASE CONTACT:

[calrental.org](http://calrental.org)

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**NAYLOR**   
ASSOCIATION SOLUTIONS



## Support California's Growing Rental Industry

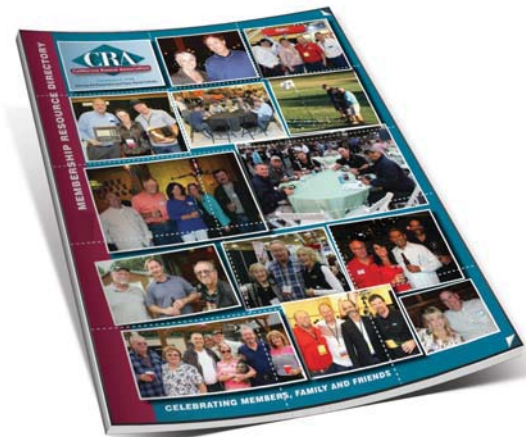
- **California's nearly \$9 billion rental industry** include these top four markets:
  - Industrial equipment rentals **worth \$4.2 billion** and **growing at 5.1% annually**
  - Heavy equipment rentals **worth \$3.9 billion** and **growing at 2.9% annually**
  - Party supply rentals **worth \$568 million** and **growing at 2.4% annually**
  - Tool and equipment rentals **worth nearly \$240 million** and **growing at 2.4% annually**
- Annual growth is projected to increase across all four of these categories through 2020.
- California is the **largest industrial equipment rental state in the nation** and is second for heavy equipment rentals and tool and equipment rentals.

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## Industry Leading Members

Our members are industry leading, independent companies that use the *Membership Resource Directory* as a year-round resource. Members include:

- All Star Rents
- BJ's Rentals
- B. S. & E. Company, Inc.
- PDQ Rentals
- Rental Guys, Inc.
- And more!



*Membership Resource Directory*

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## Our Association

The California Rental Association strives to promote the rental industry through influencing governmental policies, networking events and continued education for our members and the public. We foster interaction and communication between all of our members about the critical issues facing California's booming rental industry.

# Product Menu



**Membership Resource Guide** print and digital editions  
Gain unrivaled access to CRA members with our annual *Membership Resource Guide*. It contains valuable member contact information and is **used as a reference and purchasing tool throughout the year.**



**Rental Rally Magazine** print and digital editions  
CRA's official magazine, *Rental Rally Magazine* is a trusted member resource. Issues are archived on our website, giving each issue added exposure and life.



**Rental Rally Tradeshow Guide**  
The *CRA Rental Rally Tradeshow Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites.



**Rental Rally Tradeshow eNewsletter**  
Our eNewsletter allows members to stay informed about the West Coast Rental Rally Trade Show whether they are in the office or on the road.



**CRA eNewsletter**  
Our eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.



**Calrental.org Website Advertising**  
Prominent advertising positions are available on [calrental.org](http://calrental.org). Members turn here to get up-to-date information, see upcoming events and maximize their CRA membership.

# Membership Resource Directory and Rental Rally magazine

## Net Advertising Rates

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

Members will receive a 10% discount off of net rates.

Magazine advertisers receive 10% off directory rates.

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

| Full-Color Rates                  | 1-2x       | 3-4x       | Directory  |
|-----------------------------------|------------|------------|------------|
| Double Page Spread                | \$3,009.50 | \$2,559.50 | \$4,029.50 |
| Outside Back Cover                | \$2,429.50 | \$2,119.50 | \$3,429.50 |
| Inside Front or Inside Back Cover | \$2,279.50 | \$1,969.50 | \$3,219.50 |
| Full Page                         | \$2,079.50 | \$1,769.50 | \$2,719.50 |
| 1/2 Page                          | \$1,319.50 | \$1,119.50 | \$1,739.50 |
| 1/4 Page                          | \$759.50   | \$649.50   | \$1,019.50 |
| 1/8 Page                          | \$469.50   | \$399.50   | \$649.50   |

| Black-and-White | 1-2x       | 3-4x       | Directory  |
|-----------------|------------|------------|------------|
| Full Page       | \$1,239.50 | \$1,049.50 | \$1,749.50 |
| 1/2 Page        | \$779.50   | \$659.50   | \$1,289.50 |
| 1/4 Page        | \$449.50   | \$379.50   | \$859.50   |
| 1/8 Page        | \$279.50   | \$239.50   | \$429.50   |

## Digital Edition Branding Opportunities

**Skyscraper** | \$770

**Leaderboard** | \$700

**Sponsorship** | \$460

**Toolbar** | \$310

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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.

## Special Advertising Section:

### Equipment & Services Marketplace



This special section is designed to highlight companies that provide equipment & services to our members. Surrounded by a colorful background, our Equipment & Services Marketplace attracts readers' attention and prominently displays your ad to the decision-makers with purchasing power in the rental industry.

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.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Rates as of July 2016

# California Rental Association

## 2017 Editorial Calendar

| Issue         | Features  | Deadlines  | Ships        |
|---------------|---|--|--------------|
| <b>Spring</b> | 2017 West Coast Rental Rally Trade Show Recap/New Product Showcase                        | Space Reservation: Feb. 23<br>Ad Copy: Feb. 27   | April 2017   |
| <b>Summer</b> | Marketing/New and tried strategies for rental centers to keep bringing business their way | Space Reservation: April 26<br>Ad Copy: April 28 | June 2017    |
| <b>Fall</b>   | Technology/How is technology impacting the rental equipment industry?                     | Space Reservation: June 15<br>Ad Copy: June 19   | August 2017  |
| <b>Winter</b> | 2017 West Coast Rental Rally Trade Show Preview   | Space Reservation: Sep. 14<br>Ad Copy: Sep. 18   | October 2017 |

*All issues will include the following regular columns:*  
Message from the CRA President, Board Report, Member Profile and Business News.

## Past Advertisers

We appreciate the investment our advertisers make with the California Rental Association and strongly encourage our members to do business with vendors who support our association. Members know that they can confidently select the quality products and services featured within the official resources of the CRA.

|   |  |                                 |
|---|--|---------------------------------|
| 360 Payment Solutions, Inc.                     | Dri-Eaz Products                                     | Orion Software                  |
| A-1 Tablecloth Company                          | Ebac Industrial Products, Inc.                       | Perkins Engines Company Limited |
| Alert Management Systems                        | Electric Eel   | Point-Of-Rental Systems         |
| Allied Construction Products, LLC               | EPIC Brokers   | Poster Compliance               |
| Allied Insurance Brokers, Inc.                  | Equipment Synergy International                      | Pownail Company, Inc.           |
| Allmand Bros, Inc.                              | General Pipe Cleaners div of General Wire Spring Co. | Primatex                        |
| American Pneumatic Tools, Inc.                  | Ground Hog, Inc.                                     | RDO Equipment/Vermeer Pacific   |
| Asbury Environmental Services                   | Haulotte Group                                       | Rice Hydro                      |
| B & C Mortensen, Inc.                           | Industrial Forklifts                                 | Sakai America, Inc.             |
| Barreto Manufacturing, Inc.                     | Innovative Systems                                   | Shark Pressure Washers          |
| Baseplan North America                          | Jomar Table Linens, Inc.                             | Skyjack                         |
| Best Trailer, Inc.                              | Langwasser & Company, CPA's                          | Sotcher Measurement             |
| Billy Goat Industries, Inc.                     | Little Beaver, Inc.                                  | Subaru Power                    |
| Bobcat of Cerritos                              | Makinex  | Sullivan-Palatek                |
| Broce Manufacturing Company                     | Maxim Manufacturing                                  | The Toro Company                |
| California Portable Dance Floor Co., Inc.       | MI-T-M   | Titan Tool                      |
| California Portable Event Equipment Sales, Inc. | Millennium Steel & Rack                              | TopTec Products, LLC            |
| Celina Tent, Inc.                               | Mission Linen Supply / Uniform Service               | Towmaster, Inc.                 |
| ClearView Financial                             | MK Diamond Products                                  | USA Affinity Rental Specialties |
| Creative Tent International                     | MMD Equipment  | Volvo Construction Equipment    |
| Direct Edge, Inc.                               | Multilift, Inc.                                      | Wacker Neuson                   |
|   | New Haven Moving Equipment                           |                                 |

**We appreciate your support!**

# Membership Resource Directory: Digital Edition

## Digital Edition- [www.naylor.com/ria-nxt](http://www.naylor.com/ria-nxt)

In addition to print, *Membership Resource Directory* is available in a digital version. Viewers can flip through the pages, forward contacts to colleagues and click ads to be redirected to advertisers' websites. *Each issue is emailed to readers as well as posted on the CRA's website. An archive of issues is available, securing your ad a lasting online presence.*

### Readers can:

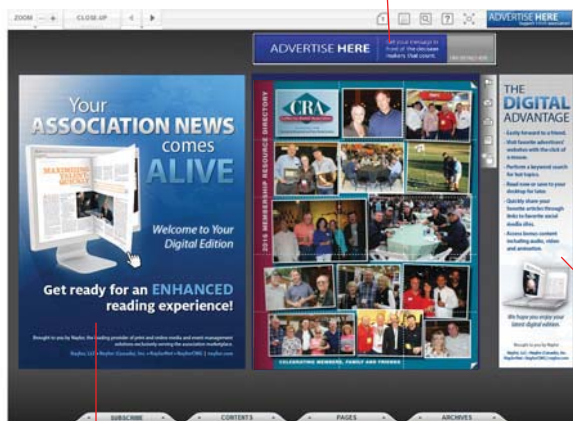
- **Bookmark pages and insert notes**
- **Keyword search the entire directory**
- **Navigate and magnify pages with one click**
- **View instantly from most smartphones and tablets**
- **View archives and find a list of sections for one-click access**
- **Read the *Membership Resource Directory* online or download and print for later**

### Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

## Ad Positions

### Leaderboard | 700



### Digital Edition Sponsorship (550 x 480 pixels) | \$460

Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available. Video capabilities available for MAX only.

### Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.



### Digital Toolbar (250 x 50 pixels) | \$310

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

### Digital Skyscraper (200 x 783 pixels) | \$770

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Online Specifications - For more information, visit:  
[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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.

# Rental Rally: Digital Edition

## Digital Edition- [www.naylor.com/ria-nxt](http://www.naylor.com/ria-nxt)

In addition to print, the *Rental Rally* magazine is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers' websites. *Each issue is emailed to readers as well as posted on CRA's website. An archive of issues is available, securing your ad a lasting online presence.*

### Readers can:

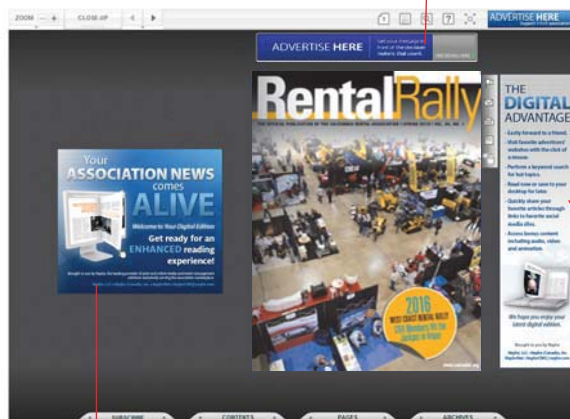
- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the the issue online or download and print for later

### Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
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## Ad Positions

### Leaderboard | 700



### Digital Toolbar (250 x 50 pixels) | \$310

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

### Digital Skyscraper (200 x 783 pixels) | \$770

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Sponsorship (550 x 480 pixels) | \$460

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

### Ad "Jolt" Upgrade (603 x pixels) | \$260

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

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.

# Rental Rally Tradeshow Guide: digital edition

## Digital Edition- [www.naylornetwork.com/ria-nxt](http://www.naylornetwork.com/ria-nxt)

The CRA Rental Rally Tradeshow Guide is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the CRA's website. An archive of issues is available, securing your ad a lasting online presence.*

### Readers can:

- Bookmark pages and insert notes
- Keyword search the entire guide
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the the issue online or download and print for later

### Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

## Ad Positions



### Digital Sponsorship (550 x 480 pixels) | \$450

Your message will be prominently displayed directly across from the cover of the guide. Animation capabilities are available.

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

### Digital Toolbar (250 x 50 pixels) | \$350

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

### Digital Skyscraper (200 x 783 pixels) | \$750

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

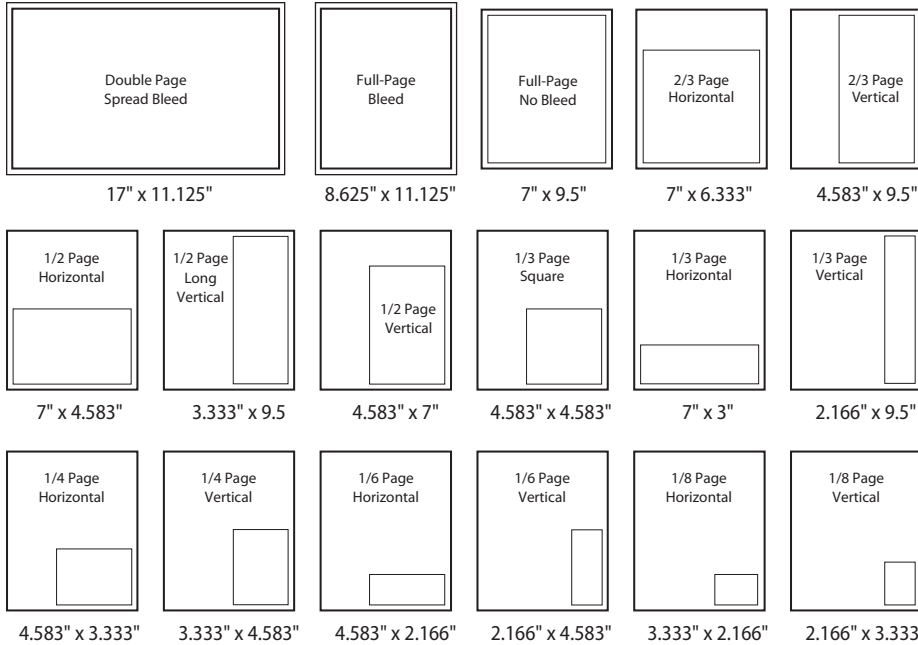
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# Membership Resource Directory Rental Rally magazine

## Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



### Artwork Requirements

All digital color and greyscale 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 greyscale 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](http://www.naylor.com)

### Specs for Outsert/Inserts

#### Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"  
1 Pg / 2 Surface 8.375" x 10.875"  
2 Pg / 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"

**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.

**DPS Live Area:** 15.417" x 9.5"  
**Full-Page Live Area:** 7" x 9.5"

### Proofs and Revisions

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 - For more information, visit:** [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

# Membership Resource Directory Rental Rally magazine

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Abrasives                                | <input type="checkbox"/> Construction Equipment      | <input type="checkbox"/> Party Rentals & Supplies  |
| <input type="checkbox"/> Aerators/Dethatchers                     | <input type="checkbox"/> Crawler Tractors            | <input type="checkbox"/> Portable Bars             |
| <input type="checkbox"/> Aerial Lifts                             | <input type="checkbox"/> Cutting Equipment           | <input type="checkbox"/> Pumps & Generators        |
| <input type="checkbox"/> Air Equipment                            | <input type="checkbox"/> Demolition Equipment        | <input type="checkbox"/> Rental Insurance          |
| <input type="checkbox"/> Asphalt Equipment                        | <input type="checkbox"/> Diamond Blades              | <input type="checkbox"/> Rollers                   |
| <input type="checkbox"/> Asphalt Pavers                           | <input type="checkbox"/> Distance Measuring Wheels   | <input type="checkbox"/> Sandblasters              |
| <input type="checkbox"/> Attorneys                                | <input type="checkbox"/> Dozers                      | <input type="checkbox"/> Saws & Blades             |
| <input type="checkbox"/> Augers                                   | <input type="checkbox"/> Drain Cleaning Equipment    | <input type="checkbox"/> Scaffolding               |
| <input type="checkbox"/> Backhoe Loaders                          | <input type="checkbox"/> Drilling Equipment          | <input type="checkbox"/> Scissor Lifts             |
| <input type="checkbox"/> Backhoes                                 | <input type="checkbox"/> Electric Tools              | <input type="checkbox"/> Scrappers                 |
| <input type="checkbox"/> Boom-Lifts                               | <input type="checkbox"/> Engines                     | <input type="checkbox"/> Surface Preparation Tools |
| <input type="checkbox"/> Boring Equipment                         | <input type="checkbox"/> Equipment                   | <input type="checkbox"/> Tables                    |
| <input type="checkbox"/> Business Products                        | <input type="checkbox"/> Excavator Buckets           | <input type="checkbox"/> Tents                     |
| <input type="checkbox"/> Canopies                                 | <input type="checkbox"/> Forklifts                   | <input type="checkbox"/> Trailers                  |
| <input type="checkbox"/> Chain Saws                               | <input type="checkbox"/> Generators                  | <input type="checkbox"/> Trenching Products        |
| <input type="checkbox"/> Chisels                                  | <input type="checkbox"/> Heavy Equipment             | <input type="checkbox"/> Truck Leasing & Sales     |
| <input type="checkbox"/> Compaction Equipment                     | <input type="checkbox"/> Hoists                      | <input type="checkbox"/> Turf & Carpet             |
| <input type="checkbox"/> Computer Systems                         | <input type="checkbox"/> Hydraulic Breakers          | <input type="checkbox"/> Water Trucks              |
| <input type="checkbox"/> Computer Hardware & Software             | <input type="checkbox"/> Insurance                   | <input type="checkbox"/> Welding Supplies          |
| <input type="checkbox"/> Concrete Batch Plants                    | <input type="checkbox"/> Lawn Mowers                 | <input type="checkbox"/> Wheel Loaders             |
| <input type="checkbox"/> Concrete Equipment                       | <input type="checkbox"/> Material Handling Equipment | <input type="checkbox"/> Workers' Compensation     |
| <input type="checkbox"/> Concrete Repair, Maintenance & Equipment | <input type="checkbox"/> Metal Detectors             | <input type="checkbox"/> Other:                    |
| <input type="checkbox"/> Concrete Trailers                        | <input type="checkbox"/> Mixing Trailers             | _____  |
| <input type="checkbox"/> Concrete Vibrators                       | <input type="checkbox"/> Motorgraders                | _____  |
|   | <input type="checkbox"/> Nailing Systems             | _____  |
|   | <input type="checkbox"/> Outdoor Power Equipment     |  |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20.00 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

# Rental Rally Tradeshow eNewsletter

## About the Rental Rally Tradeshow eNewsletter

Now more than ever, professionals consume information on the go. Our 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 a targeted eNewsletter:

- Gain direct access to key decision makers in the \$8.9 billion California rental industry.
- In addition to CRA members, 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 CRA 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.
- Change artwork monthly at no additional cost to promote time-sensitive offers and events.

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)



### Top Rectangles (2)

300 x 200 pixels  
\$1545 - 5 issues

### Middle Rectangles (2)

300 x 200 pixels  
\$1285 - 5 issues

### Bottom Rectangles (2)

300 x 200 pixels  
\$1030 - 5 issues

### Distributed at Rental Rally Tradeshow 5 issues

- One Pre-Conference issue
- Three Conference issues
- One Post-Conference Issue

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# CRA Website

## Advertising on the CRA Website – [www.calrental.org](http://www.calrental.org)

Advertising on the CRA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [calrental.org](http://calrental.org) to learn about upcoming association events, discover ways to maximize their CRA membership, or access additional information about the association. Advertising on [calrental.org](http://calrental.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of rental professionals.

### Features of CRA website advertising:

- Cross-promoted in other CRA 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

### On average, [calrental.org](http://calrental.org) receives:

- More than 2,000 sessions per month
- More than 5,700 page views per month
- Nearly 2.8 pages per visit
- Average time spent on site: 2:54

Traffic from August 1, 2015 - February 1, 2016



**Horizontal Half Banner** | (234 x 60 pixels)  
12 Months | \$1,030

Positioned top and center in the header of the page, your message will be prominently displayed between the CRA logo and Member Login.

**Leaderboard** | (728 x 90 pixels)  
12 Months | \$1,130

Available in the middle of the page, our newly added leaderboard position acts as a sub-header integrating your message with the site content.

**Custom Rectangle** | (175 x 100 pixels)  
12 Months | \$670

Located on the bottom of the page, your custom rectangle will be positioned below the primary website content.

## Online Specifications

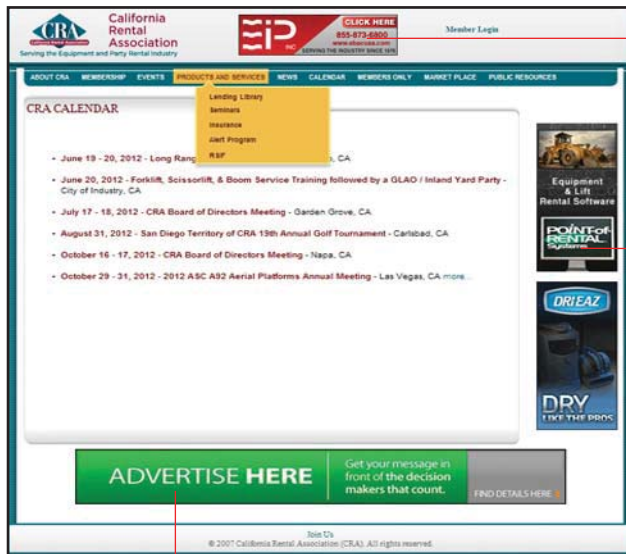
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**NAYLOR**   
ASSOCIATION SOLUTIONS

# CRA Website

## Advertising Rates (Continued)



### Horizontal Half Banner - EXCLUSIVE | (468 x 60 pixels)

One run-of-site horizontal banner. *Exclusive position, no rotations.*

12 Months | \$1,030

### Sub-Page Vertical Banner | (120 x 140 pixels)

Two run of sub-pages vertical banners. *Each position is exclusive.*

12 Months | \$925

### Sub-Page Leaderboard - EXCLUSIVE | (728 x 90 pixels)

Sub-page leaderboard position, run of interior site. *Exclusive position, no rotations.*

12 Months | \$1,130

## Online Specifications

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