



## Introducing: **TentRentalNews.com**

MATRA's e-Newsletter dedicated solely to tent rental companies, manufacturers and affiliated service professionals. In our inaugural year we will e-publish 5 editions with our premiere in April of 2009 as a post-note to the ARA Trade Show.

For the remainder of 2009 we will produce e-Newsletters in June, August, October and December. In 2010 we will maintain a 6 edition schedule to the e-Newsletter.

Rates (please see the reverse side for all specifications, contact information and material due dates) are based on MATRA membership. We also offer a Non-MATRA Member rate.

### 2009/2010 Pricing

#### MATRA Member banner ad rate

<u>ONE edition</u>	<u>THREE editions</u>	<u>FIVE editions</u>
\$800.00	\$750.00 per edition	\$700.00 per edition

#### Non-MATRA Member banner ad rate

<u>ONE edition</u>	<u>THREE editions</u>	<u>FIVE editions</u>
\$1200.00	\$1100.00 per edition	\$1000.00 per edition

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In addition to topics of New Products and News Items, each edition will also focus on:

- Tent maintenance; safety, cleaning, storage
- Marketing ideas to existing customers
- Prospecting methods for growth areas
- Party and Event analysis; colors/patterns, themes, technology
- Staying current/competitive; pricing, products, personnel

Please contact Bill Kaprelian at 630-584-5333 or email [bill@matramembers.org](mailto:bill@matramembers.org) for further information about additional electronic advertising capabilities.





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**Specifications for ad placement**

**Banner Size Ad: 728 x 90 (36k) Banner Ad**

**Formats currently accepted: GIF, JPEG.**

**Cancellation Policy: Banner Ads require a two week written cancellation notice. Ads must be paid prior to placement and distribution.**

**Date Deadlines for 2009**

**April 29th, 2009 e-Newsletter planned distribution date**

**Ad submission deadline: April 16th, 2009**

**June 25th, 2009 e-Newsletter planned distribution date**

**Ad submission deadline: June 17th, 2009**

**August 27th, 2009 e-Newsletter planned distribution date**

**Ad submission deadline: August 19th, 2009**

**October 2nd, 2009 e-Newsletter planned distribution date**

**Ad submission deadline: September 24th, 2009**

**December 17th, 2009 e-Newsletter planned distribution date**

**Ad submission deadline: December 9th, 2009**

***2010 Deadlines Date will be planned later this year.***

