



Introducing: **TentRentalNews.com**

MATRA's e-Newsletter dedicated solely to tent rental companies, manufacturers and affiliated service professionals.

For 2010 we will maintain a 6 edition schedule to the e-Newsletter. February, April, June, August, October, December.

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.

2010 Member/*Non-Member* Pricing

| FULL banner ad rate | | |
|---------------------------|---------------------------|---------------------------|
| <u>ONE edition</u> | <u>THREE editions</u> | <u>SIX editions</u> |
| \$300 / \$400 per edition | \$225 / \$325 per edition | \$190 / \$290 per edition |
| HALF banner ad rate | | |
| <u>ONE edition</u> | <u>THREE editions</u> | <u>SIX editions</u> |
| \$175 / \$275 per edition | \$125 / \$225 per edition | \$100 / \$200 per edition |

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 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 2010

February 3rd, 2010 e-Newsletter planned distribution date

Ad submission deadline: January 28th, 2010

April 1st, 2010 e-Newsletter planned distribution date

Ad submission deadline: March 26th, 2010

June 3rd, 2010 e-Newsletter planned distribution date

Ad submission deadline: May 28th, 2010

August 5th, 2010 e-Newsletter planned distribution date

Ad submission deadline: July 29th, 2010

October 5th, 2010 e-Newsletter planned distribution date

Ad submission deadline: September 30th, 2010

December 2nd, 2010, 2010 e-Newsletter planned distribution date

Ad submission deadline: November 29th, 2010

