



APRO'S 2007 RAE AWARD WINNERS

PRODUCED IN-HOUSE

ADVERTISING AGENCY PRODUCED

CATEGORY	COMPANY	AWARD	COMPANY	AGENCY	AWARD
ONE-PAGE BROCHURE	Castle Rental	Gold	BestWay	Levinson & Hill	Gold
	easyhome Ltd.	Silver	ColorTyme	C3 Premedia	Silver
			ColorTyme	C3 Premedia	Bronze
CATALOG/BROCHURE	Countryside Rentals	Gold	Rent One	Imagery Marketing Consultants	Gold
	easyhome Ltd.	Silver	Rent One	Imagery Marketing Consultants	Silver
	Countryside Rentals	Bronze	Kelly's	Imagery Marketing Consultants	Bronze
IN-STORE SIGNAGE	Countryside Rentals	Gold	BestWay	Levenson & Hill	Gold
	easyhome Ltd.	Silver	ColorTyme	C3 Premedia	Silver
			ColorTyme	C3 Premedia	Bronze
OTHER PRINT MATERIALS	ColorTyme	Gold	Rent-A-Center	Razor Competitive Edge	Gold
	Buddy's Home Furnishings	Silver	Rent America	AdPro	Silver
	Buddy's Home Furnishings	Bronze	Rent-A-Center	Razor Competitive Edge	Bronze
DIRECT MARKETING	easyhome Ltd.	Gold	Rent One	Imagery Marketing Consultants	Gold
	easyhome Ltd.	Silver	Quality Rentals	Imagery Marketing Consultants	Silver
	ColorTyme	Bronze	American Rentals	Ad Design	Bronze
B/W NEWSPAPER AD	easyhome Ltd.	Silver	Rent-A-Center	Razor Competitive Edge	Silver
COLOR NEWSPAPER AD	easyhome Ltd.	Silver	Rent-A-Center	Razor Competitive Edge	Silver
RADIO AD (30 SECONDS)	Action RTO	Gold	Rent-A-Center	Razor Competitive Edge	Gold
	Action RTO	Silver	Rent-A-Center	Razor Competitive Edge	Silver
	Show-Me Rent-to-Own	Bronze	Central RTO	AdPro	Bronze
RADIO AD (60-SECONDS)	Countryside Rentals	Gold	Rent-A-Center	Razor Competitive Edge	Gold
	Countryside Rentals	Silver	Rent One	Imagery Marketing Consultants	Silver
	Action RTO	Bronze	Rent One	Imagery Marketing Consultants	Bronze
TELEVISION AD (>\$1000)	Cleek's Lease or Own	Gold, Silver and Bronze			
TELEVISION AD (<\$1000)			Rent-A-Center	Razor Competitive Edge	Gold
	easyhome Ltd.	Silver	Rent-A-Center	Razor Competitive Edge	Silver
			Easy Rental	AdPro	Bronze
SPECIALTY	Countryside Rentals	Gold	Rent One	Imagery Marketing Consultants	Gold
	Rent-n-Roll	Silver	Rent One	Imagery Marketing Consultants	Silver
	Rent-n-Roll	Bronze			
CREATIVE CAMPAIGN	Rent-n-Roll	Gold	Rent-A-Center	Razor Competitive Edge	Gold
	easyhome Ltd.	Silver	National RTO	AdPro	Silver
	Countryside Rentals	Bronze	ColorTyme	Shift Option J	Bronze
COMMUNITY RELATIONS	easyhome Ltd.	Gold	BestWay	Levenson & Hill	Gold
	Buddy's Home Furnishings	Silver	American Rentals	Ad Design	Gold
	Buddy's Home Furnishings	Bronze	Rent-A-Center	Razor Competitive Edge	Silver (2)
			Rent One	Imagery Marketing Consultants	Bronze
WEB SITE	easyhome Ltd.	Gold	Rent-n-Roll	Red Letter Studios	Gold
			Rent-A-Center	Razor Competitive Edge	Silver
			Showcase	High Touch	Bronze