

**APRO MEMBERS ARE YOUR POTENTIAL BUYERS:**

## Six great opportunities to expand your company's market

### RTOHQ: The Magazine

**APRO's premier publication serving the multi-million-dollar rent-to-own industry**

The rent-to-own industry continues to attract new customers as well as new entrepreneurs eager to enter the



business. In addition, more manufacturers are adding rent-to-own to their marketing tiers. As the premier magazine serving the

RTO industry, advertising in *RTOHQ: The Magazine* is essential for companies targeting this burgeoning market.

*RTOHQ: The Magazine* is a four-color bi-monthly published by the Association of Progressive Rental Organizations, the official and most trusted voice of the rent-to-own industry. With a circulation of 10,200, its readers are comprised of RTO dealers, owners, managers, employees, manufacturers and suppliers.

*RTOHQ: The Magazine* has been awarded the Silver Medal for "Best Trade Association Magazine" in the nation by Association Trends, a leading resource for trade association executives.

Here are some of the companies that have advertised with APRO over the past year: Aaron's, Amcase, Arrow-Magnolia International, Ashley Furniture, Benefit Marketing Solutions, Buddy's Home Furnishings, Bushline Furniture, Captive Management Solutions, Central File Marketing, Coaster Furniture, D&H Distributors, DataX, Easyhome, High Touch Technologies, Imagery Marketing Group, Leggett & Platt, Leopard Mobility, Metro Business Systems, The Premier Companies, Precise Loss Prevention, Pritchard & Jerden Insurance, Protect-A-Bed, PTS Direct Benefits, Rent-A-Center Franchise Alliance, RentDirect Nationwide, RNR Tire Express/Custom Wheels, RTO Pro Software, Sealy, Serta Simmons Bedding, TRIB Group, Tri-Technical Systems, Twin-Star International and Whirlpool.

### RTO Almanac

**APRO's comprehensive online membership directory that's referenced year-round**

The association's annual digital *RTO Almanac* provides complete contact information for APRO members and associate members.



It is the direct connection for member dealers to contact suppliers, fellow members and the association headquarters. The online *RTO*

*Almanac* can be accessed all year long from any computer, digital tablet or smartphone. With the *RTO Almanac* and the association's website, RTOHQ.org, APRO members can access the most comprehensive resources in the world of rent-to-own. The next edition of the *RTO Almanac* will be published in March 2017.

### Fuse Show Guide

**A perfect advertising opportunity for companies exhibiting at Fuse: APRO's Convention & Trade Show**

Rent-to-own dealers from across the country attend Fuse: APRO's annual RTO National Convention & Trade Show,



and a record number of exhibitors are expected at Fuse 2017. Published specifically for attendees, the *Fuse Show Guide* lists

exhibitors, booth locations, an exhibit hall map and times and locations of all events. Enjoy maximum ad exposure as the *Show Guide* is distributed during and after the event to convention attendees, APRO members and prospective members. Use this opportunity to let dealers know what you will be exhibiting and encourage them to stop by your booth.

### APRO'S ONLINE ADVERTISING

#### RTOHQ.org

**The go-to site for RTO professionals**

RTOHQ.org, APRO's comprehensive website, offers a wealth of information and innumerable resources for rent-to-own dealers, employees and vendors—a great way to capture the attention of potential buyers who visit the site. The site features RTO-industry news, legislative updates, state association information, event registration archived issues of APRO publications, RTO-related videos, a photo gallery, links to RTO stores and much more.



#### RTO Today

**E-newsletter keeps members up-to-date**

*RTO Today*, APRO's electronic newsletter, delivers news and information to all levels of RTO-store personnel, providing timely coverage of industry and association happenings. With a circulation of 6,700, it is distributed to both APRO members and non-members. Effectively target your message to all RTO professionals with an electronic ad.

#### ShopRTO.com

**A new rent-to-own site for consumers**

ShopRTO.com helps broaden consumer awareness of rent-to-own, offering home decorating tips, affordable furnishing options, personal finance strategies, updates on product technology and trends, and more—all while touting RTO's advantages. Expand your advertising with ShopRTO.com, where consumers will see your products advertised and better understand the wide variety and high quality of home goods that rent-to-own offers.

## RTOHQ: The Magazine

APRO's award-winning premier publication serving the multi-million-dollar rent-to-own industry across the nation

With a circulation of 10,200—national and foreign—*RTOHQ: The Magazine* is distributed in both print and digital editions to owners, managers, executives and employees at home entertainment, electronics, appliance, furniture, computer and home décor rent-to-own outlets.

### RATES (BLACK AND WHITE)

	ONE TIME	THREE TIMES	SIX TIMES
Full page	\$2,235	\$2,010	\$1,900
Two-page spread	2,950	2,655	2,500
Two-thirds page	1,850	1,665	1,575
Half page	1,495	1,360	1,290
Third page	1,120	1,005	960
Sixth page	750	690	635
Twelfth page	400	365	345

- ▶ Rates indicate per-insertion price
- ▶ Rates indicate black ink only; see color charges below
- ▶ Rates reflect multiple-insertion discounts
- ▶ Rates subject to annual increase



### SPECIAL POSITIONING

- ▶ Back cover: \$2,870
- ▶ Inside front cover: \$2,730
- ▶ Inside back cover: \$2,570
- ▶ Six-time contract only on special positioning; non-cancelable; four-color process required

### COLOR CHARGES

For four-color-process advertising, add \$650 per page to the space rate. High-resolution digital files must be furnished by the advertiser. Advertising created and supplied with Pantone spot colors will be converted to CMYK inks for printing in *RTOHQ: The Magazine*. See additional color requirements under the *Advertising Materials* section on the facing page.

## RTOHQ: The Magazine Product Focus and Advertising Deadlines

Every issue of *RTOHQ: The Magazine* includes a listing of Who's Who in Rent-to-Own, highlighting suppliers who support the RTO industry in a variety of ways.

### JANUARY-FEBRUARY 2017

(additional distribution for this issue)

Who's Who in RTO Services and a preview of Fuse: APRO's RTO National Convention & Trade Show. Advertising space closing: January 6; materials due: January 15

### MARCH-APRIL 2017

Who's Who in RTO Furniture. Advertising space closing: March 3; materials due: March 14

### MAY-JUNE 2017

Who's Who in RTO Audio/Video and Fuse: APRO's RTO National Convention & Trade Show recap. Advertising space closing: May 2; materials due: May 16

### JULY-AUGUST 2017

Who's Who in RTO Jewelry. Advertising space closing: July 5; materials due: July 14

### SEPTEMBER-OCTOBER 2017

Who's Who in RTO Computers. Advertising space closing: September 5; materials due: September 19

### NOVEMBER-DECEMBER 2017

Who's Who in RTO Appliances. Advertising space closing: November 3; materials due: November 18

### TAKE ADVANTAGE OF APRO'S YEAR-END ONLINE BONUS ISSUE

In addition to the print version of *RTOHQ: The Magazine*, APRO also publishes an online edition of each issue accessible year-round. At the end of each year, APRO publishes a seventh edition of the magazine, a digital-only issue compiling the most pertinent feature articles from the previous year. Six-time advertisers are included in this seventh edition automatically.

## ISSUE DATES AND CANCELLATION POLICY

*RTOHQ: The Magazine* is published six times a year: February, April, June, August, October and December. The advertiser may cancel by written notice sent by certified mail and delivered to *RTOHQ* before the 30th of the month preceding issue date. Under no circumstances will any cancellation be accepted after the 30th of the month preceding issue date. Cover positions and special units are non-cancelable.

## EMBED A VIDEO WITH YOUR AD

In addition to the print version of *RTOHQ: The Magazine*, the publication is also available digitally online, accessible year-round. Unique to the digital publication is the option of including an embedded video with an advertisement. The video can expand on features outlined in the advertising or it can promote your company in other ways as you see fit. Embedding a video is a great way to make your brand stand out. For more information on this option, contact Cindy Ferguson, 800/204-2776, ext. 107, cferguson@rtohq.org.

## ISSUE SPECIFICATIONS

- ▶ Trim size: 9" x 10<sup>3</sup>/<sub>4</sub>"
- ▶ Stock: 70 lb. matte book white; cover stock: 100 lb. gloss cover white
- ▶ Print: sheet-fed offset with black-only and four-color (process) runs; 150-line screen
- ▶ Binding: perfect—i.e., with spine

## STANDARD NON-BLEED AD SIZES

Full page	8" x 9 <sup>3</sup> / <sub>4</sub> "
Two-thirds page (vertical)	5 <sup>1</sup> / <sub>4</sub> " x 9 <sup>3</sup> / <sub>4</sub> "
Half page (vertical)	5 <sup>1</sup> / <sub>4</sub> " x 7 <sup>1</sup> / <sub>4</sub> "
Half page (horizontal)	8" x 4 <sup>3</sup> / <sub>4</sub> "
Third page (one column)	2 <sup>1</sup> / <sub>2</sub> " x 9 <sup>3</sup> / <sub>4</sub> "
Third page (square)	5 <sup>1</sup> / <sub>4</sub> " x 4 <sup>3</sup> / <sub>4</sub> "
Sixth page (vertical)	2 <sup>1</sup> / <sub>2</sub> " x 4 <sup>3</sup> / <sub>4</sub> "
Sixth page (horizontal)	5 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>4</sub> "
Twelfth page	2 <sup>1</sup> / <sub>2</sub> " x 2 <sup>1</sup> / <sub>4</sub> "

## BLEEDS

- ▶ There is no extra charge for bleeds.
- ▶ Provide one-eighth inch of bleed on each side of an ad that bleeds. A one-page advertisement that bleeds all four sides should measure 9<sup>1</sup>/<sub>4</sub>" x 11", before trim. Trim size is 9" x 10<sup>3</sup>/<sub>4</sub>".
- ▶ Keep the live matter one-quarter inch from trimmed edge top and bottom and one-half inch from the outside trim.
- ▶ See page 6 of this document for the *RTOHQ: The Magazine* template.

## ADVERTISING MATERIALS

- ▶ Ads must be furnished electronically. Files smaller than 8MB may be emailed to APRO. Do not attempt to email files larger than 8MB. To submit larger files, contact Cindy Ferguson, cferguson@rtohq.org, 800/204-2776, ext. 107.
- ▶ Please refer to the template provided on page 6 of this document to ensure that your submissions meet APRO's specifications.
- ▶ Only Macintosh InDesign, Photoshop, Illustrator or high-resolution CMYK PDFs (with crop marks and bleed) files are supported. Photoshop files should be flattened and saved as CMYK TIFF at no less than 300 ppi at reproduction size.
- ▶ Unless images and fonts are embedded within the supplied PDF, provide all support files, including Macintosh-compatible fonts.
- ▶ All color graphic files within InDesign must be CMYK and scaled to 100 percent.
- ▶ If alterations by APRO are required to make customer-supplied digital files suitable for printing, the advertiser will be billed at \$100 per hour. All digital files must meet the requirements as listed, or alteration charges will be incurred.

## RTOHQ.org

APRO's industry-focused website is the go-to resource for rent-to-own professionals

### AD SIZE 1 (BANNER)

- ▶ Banner ad size is 468 pixels x 60 pixels.
- ▶ \$1,500 per six months with placement throughout the site; \$300 per month on a month-to-month basis. Advertisers can link the ad to their website.

### AD SIZE 2 (SQUARE)

- ▶ Square ad size is 300 pixels x 250 pixels.
- ▶ \$3,300 per six months with placement throughout the site; \$600 per month on a month-to-month basis. Advertisers can link the ad to their website.

## SPECIFICATIONS

- ▶ There is a \$125-per-hour fee for APRO to design an electronic ad.
- ▶ Electronic ads will rotate throughout the entire website.
- ▶ Static GIF, animated GIF, JPEG or Flash-based files are accepted; Flash-based files must have the advertiser's web address embedded before submitting the file.
- ▶ File size is limited to 25K.





## ShopRTO.com

APRO's consumer-focused website offers visitors a wealth of home product information and lifestyle tips while touting the advantages of rent-to-own



Note: Rates for ShopRTO.com advertising are different from RTOHQ.org prices; however the ad sizes and specifications are the same.

### AD SIZE 1 (BANNER)

- ▶ Banner ad size is 468 pixels x 60 pixels.
- ▶ \$750 per six months with placement throughout the site; \$150 per month on a month-to-month basis. Advertisers can link the ad to their website.

### AD SIZE 2 (SQUARE)

- ▶ Square ad size is 300 pixels x 250 pixels.
- ▶ \$1,500 per six months with placement throughout the site; \$300 per month on a month-to-month basis. Advertisers can link the ad to their website.

### SPECIFICATIONS

- ▶ There is a \$125-per-hour fee for APRO to design an electronic ad.
- ▶ Electronic ads will rotate throughout the entire website.
- ▶ Static GIF, animated GIF, JPEG or Flash-based files are accepted; Flash-based files must have the advertiser's web address embedded before submitting the file.
- ▶ File size is limited to 25K.

## RTO Today

APRO's electronic newsletter keeps RTO professionals up to date with news and events delivered to in-boxes each week

### AD SIZE 1 (BANNER)

- ▶ Banner ad size is 234 pixels x 60 pixels.
- ▶ \$3,300 per six months with placement throughout the site; \$600 per month on a month-to-month basis. Advertisers can link the ad to their website.

### AD SIZE 2 (SQUARE)

- ▶ Square ad size is 125 pixels x 125 pixels.
- ▶ \$2,700 per six months with placement throughout the site; \$500 per month on a month-to-month basis. Advertisers can link the ad to their website.



### SPECIFICATIONS

- ▶ There is a \$125-per-hour fee for APRO to design an electronic ad.
- ▶ Static GIF, animated GIF, JPEG or Flash-based files are accepted; Flash-based files must have the advertiser's web address embedded before submitting the file.
- ▶ File size is limited to 25K.

## Fuse Show Guide

Fuse: APRO's Annual RTO National Convention & Trade Show attracts rent-to-own professionals from coast to coast, and the Show Guide provides the inside scoop



### RATES

- ▶ Full page (black only): \$1,050
- ▶ Full page (color): \$1,500

### STANDARD NON-BLEED AD SIZES

Please refer to the Show Guide template on page 7 of this document

Fuse Show Guide full page	4 3/4" x 7 1/2"
Fuse Show Guide half page	4 3/4" x 3 3/4"

### ISSUE SPECIFICATIONS

- ▶ Trim size: 6" x 8 1/2"
- ▶ Stock: 70 lb. matte book white; cover stock: 100 lb. gloss cover white
- ▶ Print: sheet-fed offset with black-only and four-color (process) runs; 150-line screen
- ▶ Binding: spiral bound. All advertising will be positioned on a right-reading page. Please allow at least one-quarter inch on the left side of the ad for the binding. Refer to the Show Guide template on page 7 for details.
- ▶ Space closing: March 20, 2017
- ▶ Materials deadline: April 3, 2017
- ▶ Published: May 2017

### BLEEDS

- ▶ There is no extra charge for bleeds.
- ▶ Provide one-eighth inch of bleed on each side of an ad that bleeds. A one-page advertisement that bleeds all four sides should measure 6 1/4" x 8 3/4", before trim. Trim size is 6" x 8 1/2".
- ▶ Keep the live matter at least one-quarter inch (one-half inch preferred) from the top, bottom and right trim; one-half inch (three-quarters inch preferred) from the left edge (spiral side).

**ADVERTISING MATERIALS**

- ▶ Ads must be furnished electronically. Files smaller than 8MB may be emailed to APRO (cferguson@rtohq.org). Do not attempt to email files larger than 8MB. To submit larger files, contact Cindy Ferguson, cferguson@rtohq.org, 800/204-2776, ext. 107.
- ▶ Only Macintosh InDesign, Photoshop, Illustrator or high-resolution CMYK PDFs (with crop marks and bleed) files are supported. Photoshop files should be flattened and saved as CMYK TIFF at no less than 300 ppi at reproduction size.
- ▶ Provide all support files, including Macintosh-compatible fonts and images.
- ▶ All color graphic files within InDesign must be CMYK and scaled to 100 percent.
- ▶ If alterations are required to make customer-supplied files suitable for printing, the advertiser will be billed at \$100 per hour. All files must meet the requirements as listed, or alteration charges will be incurred.

**RTO Almanac**

The association's comprehensive online membership directory is a valuable resource that is referenced year-round

**RATES**

- ▶ Full page (full color): \$2,250
- ▶ Half page: \$1,950

**SPECIFICATIONS**

RTO Almanac full page	7½" x 10"
RTO Almanac half page horizontal	7½" x 4⅞"

- ▶ Trim size: 8½" x 11"
- ▶ Provide a high-resolution PDF at 100 percent of trim size.
- ▶ Space closing: January 13, 2017
- ▶ Materials deadline: January 27, 2017
- ▶ Published: March 2017

**Terms and Conditions****COMMISSIONS**

- ▶ 15 percent of gross billings to recognized agencies on space, color and position.
- ▶ Back-up, tip-in or other special mechanical requirements are non-commissionable.
- ▶ No commissions will be granted if advertising materials do not meet the specifications detailed in this media kit.
- ▶ No commission or discounts will be granted for RTOHQ.org, ShopRTO.com or *RTO Today* advertising.
- ▶ APRO associate members receive an additional 5 percent discount.

**RECRUITMENT ADVERTISING**

Employee recruitment advertisements are not accepted in any APRO publications.

**BILLINGS**

Approved accounts will be billed upon insertion.

**EXTRA CHARGES**

- ▶ Cancellation of advertising prior to the contracted period will result in a one-time cancellation fee of \$50.
- ▶ Alterations, type layout and artwork are billed at cost to advertisers who do not submit camera-ready ads.
- ▶ Special positioning billed at rate plus 10 percent.
- ▶ In the event APRO makes an error or omission from any advertising submitted by the advertiser, the liability of APRO to the advertiser shall be limited to an amount not exceeding the charge paid by the advertiser for the advertising involved. In no event shall APRO be liable for any other or indirect or consequential damage.
- ▶ APRO reserves the right to reject any advertising.

**Contact APRO today**

Send all contracts, insertion orders, advertising materials and proofs to Cindy Ferguson, APRO, 1504 Robinhood Trail, Austin, Texas 78703; cferguson@rtohq.org. For more information, contact Cindy at 800/204-2776, ext. 107; cferguson@rtohq.org. Contracts and/or insertion orders can be faxed to 512/794-0097.

## RTOHQ: The Magazine Template

This template is not to size. To download a full-sized PDF of this template, visit [www.rtohq.org/wp-content/uploads/2016/11/RTOHQMagazine\\_APRO\\_template.pdf](http://www.rtohq.org/wp-content/uploads/2016/11/RTOHQMagazine_APRO_template.pdf)

**BLEED (ONE-EIGHTH INCH ON EACH SIDE: 9.25" x 11")**

**TRIM (9" x 10.75")**

**SAFE TEXT AREA (HALF INCH FROM TRIM: 8" x 9.75")**

**SAFE TEXT AREA (HALF INCH FROM TRIM: 8" x 9.75")**

**TRIM (9" x 10.75")**

**BLEED (ONE-EIGHTH INCH ON EACH SIDE: 9.25" x 11")**

# RTOHQ

The Magazine

Applicable only for APRO's bi-monthly publication, *RTOHQ: The Magazine*.  
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Not applicable for APRO's annual *Show Guide*. Refer to APRO's Advertising Specifications PDF and template for *Show Guide* size requirements.  
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Not applicable for APRO's annual *RTO Almanac*. Refer to APRO's Advertising Specifications PDF for *RTO Almanac* size requirements.  
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Only Macintosh InDesign, Photoshop, Illustrator or high-resolution CMYK PDFs (include crop marks and bleed) files are supported.  
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Photoshop files should be flattened and saved as CMYK TIFF at no less than 300 ppi at reproduction size.  
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Provide all support files, including images, vector graphics and Macintosh-compatible fonts.  
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All color graphic files within InDesign must be CMYK and scaled to 100 percent.  
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Refer to APRO's Advertising Specifications PDF for further details.  
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For more information, contact Cindy Ferguson:  
800/204-2776, ext. 107; [cferguson@rtohq.org](mailto:cferguson@rtohq.org).

## Fuse Show Guide Template

This template is not to size. To download a full-sized PDF of this template, visit [www.rtohq.org/wp-content/uploads/2016/11/ShowGuide\\_Template\\_APROFuse2017.pdf](http://www.rtohq.org/wp-content/uploads/2016/11/ShowGuide_Template_APROFuse2017.pdf)

