

# Media Kit 2008

**rentalsite**  
directory of rental providers

» What would you like to rent today?

new search | revise search

## Online Advertising of Rental Services

### We Exist To Bring You Business

The internet is quickly replacing the yellow pages as the leading source of rental leads. Our entire focus is to generate rental business for the companies utilizing our service. We measure our success by the number of leads generated for our advertisers.

### Our Service is Established and Successful

We are the leading rental site on the internet and deliver hundreds of business leads to our advertisers each and every day. Our statistics include the following:

- o 300 rental company advertisers
- o 40,000 rental leads and listing views delivered per month
- o RentalSite.com began operations in 2000

### Our Listings Are Affordable and Cost Effective

Featured Listings and Storefront Listings provide more exposure and generate more leads. Listings that run in multiple rental channels and multiple market areas will be charged incrementally.

#### Listing Services

Directory Listing Options	Linked Listing	Featured Listing	StoreFront Listing
Search Results Priority	3	2	1
1 Year Listing starts at . . .	\$69.00	\$129.00	\$239.00
Additional Rental Channels	\$20.00	\$40.00	\$60.00
Additional Market Areas	\$1.00	\$1.50	\$2.00

#### Banner Advertising

Button Advertisements provide even more exposure for our advertisers.

### We Aggressively Work the Internet to Capture Potential Rental Customers

We have been creating and revising our various internet marketing strategies over the past 3 years to provide you with more business leads.

- o 120 Proprietary Rental-Related Domain Names
- o 30 Specialty Websites Capturing Rental Quote Requests
- o Paid Online Advertising – Google and Overture
- o Great Placement in Search Engines

### Shouldn't We Be A Small Part of Your Marketing Plan?

[rentalsite.com](http://rentalsite.com)

Find It, Rent It – RentalSite!

RentalSite LLC

support@rentalsite.com

http://rentalsite.com

## How We Attract Potential Renters to RentalSite.com

RentalSite.com has cast a broad net across the Internet to capture rental customers searching the WWW. Everyday RentalSite.com links 1000's of potential renters to rental companies.

We have worked long and hard to create an internet presence to attract potential renters. You can start enjoying part of the "catch" today at a very affordable price. When someone searches the internet for rentals they will very quickly come across a RentalSite.com listing, advertisement or rental specific domain name that will lead them into RentalSite.com.

### 100+ Rental-Related Domain Names

Our network of keyword specific domain names helps capture potential renters utilizing the internet to meet their rental needs. See the table at the end of this document for a complete list.

### 30 Specialty Websites Focused on Rental Niches

We have recently launched 30 niche websites designed to generate more leads for the companies in our directories. Located at domains like, ConstructionRentals.com, SpecialEventRentals.com, GeneratorRentals.com and TradeshowRentals.com, these sites offer a quote request service to potential renters allowing them to quickly request and receive rental quotes from multiple suppliers. A complete list is presented below.

### Online Advertising

We pay for advertising on various internet marketing services including Overture, Google Adwords, and Yahoo SiteSubmit to further broaden our net and capture additional potential renters for the companies listed in our directory.

### Great Search Engine Placement on Numerous Rental Keywords

Because of our longevity, extensive content, proprietary domain names, and website design, our sites rank very well in the Search Engine results for many rental-related keyword searches.

### Repeat Customers and Word of Mouth

The leads we generate for our directory advertisers is building over time as prior users return to our site for their future rental needs and as they share the effectiveness and ease-of-use of the site with their friends and associates.

## Summary of Website Traffic and Leads Generated

RentalSite.com is the leading rental directory on the internet. We are proud of the successful connections we make between the Customers and the Rental Companies.

- ~ 40,000 Leads per month (listing views, click-thru's, and email requests)
- ~ 250,000 page views per month
- ~ 30,000 user sessions per month

# How RentalSite.com Leads Potential Renters To Your Company

## Simple Navigation of RentalSite.com

Once on our site, we simply ask potential renters **What** they want to rent and **Where** they want to rent it. The customer can also search our directory by product type, market area and company name.

We then provide them with information and links to the companies who can meet their rental needs. The customer can click through to your website directly, send you an email, send you a rental quote request or give you a call.

**What** would you like to rent?

Rental Type:

Rental Item:

**Where** will you need it?

Country:

State/Prov:

Market:

## Search Results Page

Our search results page shows the companies in our directory that match the customers search criteria.

### Search Priority

1. StoreFront Listings
2. Featured Listings
3. Linked Listings

### »» StoreFront Listings IndustryLinks 1 - 14 of 14

#### ▶ [NES Rentals](#)

Phone: (800) NES-RENT  
FAX: 773-714-0538



NES rents general equipment such as aerial work platforms, air compressors, generators, earth-moving equipment, rough terrain forklifts, hoists, hydraulic and truck-mounted cranes, liquid storage tanks, pumps, and highway safety equipment.  
[Visit NES Rentals Website](#)

[Visit Our StoreFront](#) [Request a Quote](#)

### »» Featured Listings

#### ▶ [Rent Rite Equipment Co., Inc.](#)

Phone: 847-640-8860  
FAX: 847-437-4402

Equipment Rental Company Serving the Needs of Business/Industry, Contractors, Homeowners, Caterers/Event Planners. "We Deliver"

>> [Request a Quote](#) >> [More Info](#) >> [Visit Rent Rite Equipment Co., Inc. Website](#)

### »» Linked Listings

#### • [ECS, LLC](#)

Phone: (800) 414-0672

ECS IS A LEADING SUPPLIER OF SPEICALITY RENTAL EQUIPMENT. WE RENT PORTABLE DUST COLLECTORS, HEATERS, VACUUM SYSTEMS, LARGE AIR COMPRESSORS & GENERATORS, ABRASIVE BLASTING EQUIPMENT AND MUCH MORE. RENTAL FLEET LOCATIONS ACROSS THE US.

>> [Vist Our Website](#) >> [Request a Quote](#) >> [More Info](#)

## Company Listing Page

### Pacific High Reach

1802 N American St  
Anaheim, CA  
T: 714-626-8806  
F: 714-626-8807



#### Description

We offer a large fleet of rental equipment ready for quick delivery to your jobsite. New customers are surprised to find that a call by 3:00PM often gets the equipment on the job by 7:00AM the next day.

#### Rental Services

**Aerial Work Platforms** - Boom Lifts - Articulating

**Forklift Rentals** - Forklifts - 4WD

**Scaffolding** - Scaffolding - Construction

#### Keywords

Forklifts, Sky Trak, JLG, Upright, Snorkel, Aerial

#### Locations / Geographic Markets

##### Southwest

- Los Angeles-Long Beach
- Orange County
- Riverside-San Bernardino

[Pacific High Reach](#)

### Request Quote

### Request Info.

#### What

Type: **Aerial Work Platforms**

Category: **Boom Lifts - Articulating**

Rental Needs:

delivery/pickup  installation

#### Where

market

enter zipcode:

#### When

Starting on:

For  days:

#### My Info

Name:

Company:

Phone:

Email:

Remember above fields.

**Request Quote**

## Potential Renters Contact You Any Way They Want

Your potential customer can contact you any way they please. Unlike many online directories, RentalSite does not try to control your customer.

- Call You On The Phone
- Send You a Fax
- Visit Your Website
- Email You A Quote Request
- Email You A Question

**rental**site.com

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**RentalSite LLC**

support@rentalsite.com

http://rentalsite.com

## Real Leads Generated on Rentalsite.com

Although many potential renters will contact you directly by phone from our listing page or click thru to your website, many choose to take advantage of the simplicity of our Rental Quote Request service. Here are a few samples of actual leads generated through our system, only the contact information has been altered.

### Lead #1

**Rental Service Corporation** please provide a rental quote for the following customer inquiry generated on September 15, 2004, 3:16 pm EST.

#### CUSTOMER INFORMATION

Name: Lucinda Jones

Respond by:

Phone at: xxx-xxx-xxxx

Email at: lucinda@environmentalco.com

Company: ABC Environmental

#### RENTAL ITEMS REQUESTED

Trencher - Riding

#### RENTAL REQUEST INFORMATION

Rental Location: TX: Dallas

Postal Code: 75472

Start Date: 2004-09-15 for 90 day(s)

Rental Needs:

Trencher that has a 24" cut

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This Message Was Sent From Your Listing On

<http://www.rentalsite.com/>

### Lead #2

**Executive Restroom Trailers, Inc** please provide a rental quote for the following customer inquiry generated on September 15, 2004, 4:42 pm EST.

#### CUSTOMER INFORMATION

Name: Katie Jones

Respond by:

Phone at: xxx.xxx.xxxx

Email at: [katie@customer.com](mailto:katie@customer.com)

Company: Acme Customer Company

#### RENTAL ITEMS REQUESTED

Toilet - Executive

#### RENTAL REQUEST INFORMATION

Rental Location: TN: Nashville

Postal Code: 37172

Start Date: 2004-09-15 for 10 day(s)

Rental Needs:

1 portable toilet for approx. 10 days w/ 2-3 services. must flush & have sink.

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This Message Was Sent From Your Listing On

<http://www.rentalsite.com/>

## Track The Traffic Generated By Your Listing

View the statistics for your listing on your My Account page.

[Home](#) : [My Account](#) : [Statistics](#)

**Industry Link:** Actual StoreFront Listing

	Unique Users	Tracked Page Views	Clickthrus To Website	Requests For Information
August 2004	266	824	116	28
July 2004	469	1,498	195	50
June 2004	613	1,947	284	79
May 2004	541	1,605	216	66
April 2004	600	1,657	271	40
March 2004	548	1,510	241	56

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support@rentalsite.com

<http://rentalsite.com>

## StoreFront Listings ~ starting at \$199/year

### Increased Exposure on RentalSite.com

- ? **Top Priority** in Directory Search Results
- ? **Top Priority** in Keyword Search Results
- ? A Direct Link to Your Company is Included at the Top of the Directory Page for Your Company Type
- ? Listings includes a Short Text Description of Your Organization

### StoreFronts: Industry Specific Web Pages

- ? Custom Web Pages Providing Focused Information to Your Customers including
  - o Industry-Specific Corporate Message
  - o Press Release Tool
  - o Product / Service Showcase
  - o Information Request Tool
- ? *For large companies ...* StoreFronts are an Industry Specific Frontdoor to Your Existing Website.
- ? *For small companies ...* StoreFronts Have the Features to Serve as Your Only Website



#### Great Value!

An attractive marketing value that combines advertising exposure with a powerful customer -communication tool.

#### Easy to Use

You simply plug in your text and select your images. All of the necessary pages are created for you. All you need is the browser you're using right now.

#### Immediate Results

You can build a StoreFront and start generating leads in minutes!

#### No Programming

No HTML, programming or design knowledge needed.

**Update Info At Any Time!** Revise your text and images, change prices, and add items 24 hours a day using just your browser.

#### Personalized Presentation

Add multiple graphics and logos to personalize your StoreFront Listing

#### Dependable Service

All StoreFronts are connected to the Web via redundant, high-speed T1 connections.

#### Powerful Features

Familiar with the computer language HTML? You can use it to further enhance your presentation in our easy-to-use templates

#### StoreFront Listing - Pricing

##### 12 Month Listing

- o \$199 base amount for 1 Rental Type and 1 Market Served
- o \$40 each for listing under additional Rental Types
- o \$1.50 each for listing under additional Markets Served

rental site.com

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RentalSite LLC

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http://rentalsite.com

## Featured Listings ~ starting at \$99/year

### Increased Exposure

Featured Listings are shown before Linked Listings and Other Listings in all search results.

### Company Description

Featured Listings include a short text description of the company and product offering.

### Website Link

Potential Renters can click thru to your website from either the search results page or your detailed listing page.

### Request Rental Quote

Potential Renters can use our Request Quote Form to ask you for a quote quickly and easily.

#### »» Featured Listings

- ▶ [ABSOLUTE RENTALS](#)  
Phone: 818-842-2828  
FAX: 818-842-8815

We rent Practically Everything!!! Pro Tools, Avid, High Definition Equipment, Cameras, Audio Gear, Video Decks, etc. We also provide transfer services and technical support. Your one stop for Production and Post Production needs!!!

>> [Request a Quote](#) >> [More Info](#) >> [Visit ABSOLUTE RENTALS Website](#)

### Search Results Priority

Featured Listings are shown before Linked Listings and Other Listings in all searches.

### Keyword Preference

Featured Listings are shown before standard links in all Keyword searches.

### Featured Listing - Pricing

#### 12 Month Listing

- \$99 base amount for 1 Rental Type and 1 Market Served
- \$20 each for listing under additional Rental Types
- \$1 each for listing under additional Markets Served

## Linked Listings ~ starting at \$39/year

### Company Description

Linked Listings include a short text description of the company and product offering.

### Website Link

Potential Renters can click thru to your website from your detailed listing page.

### Request Rental Quote

Potential Renters can use our Request Quote Form to ask you for a quote quickly and easily.

### Inexpensive

Reach potential customers at a fraction of the cost of trade magazines or newspapers.

#### »» Linked Listings

- [ABC Rental Center - Baltimore](#)  
Phone: 410-256-3670

Family owned business that has a full line of commercial, construction, homeowner, and party equipment. Please visit our web site for a more extensive listing and prices. Thanks and have a great day. Rent anything...easy as A.B.C.

>> [Visit Our Website](#) >> [Request a Quote](#) >> [More Info](#)

### Search Results Priority

Linked Listings are shown before Basic Listings in all searches.

### Keyword Preference

Linked Listings are shown before standard links in all Keyword searches.

### Linked Listing - Pricing

#### 12 Month Listing


- \$39 base amount for 1 Rental Type and 1 Market Served
- \$10 each for listing under additional Rental Types
- \$1 each for listing under additional Markets Served

## 30 Specialty Websites Focused on Rental Niches

A paid listing with RentalSite.com also entitles you to leads generated through our network of specialty niche websites. Potential renters searching the internet for specific types of rentals can utilize our various sites to request quote requests from multiple suppliers.

make one request, receive multiple quotes		
<ul style="list-style-type: none"> <li>o AudioVisual4Rent.com</li> <li>o BestSellerRentals.com</li> <li>o ClassroomRentals.com</li> <li>o ConstructionRentals.com</li> <li>o Contractor Rentals.com</li> <li>o Entertainment Rentals.com</li> <li>o EventProfessionals.com</li> <li>o Farm Rentals.com</li> <li>o Forklift Rentals.com</li> <li>o Generator Rentals.com</li> <li>o HomeMedical Rentals.com</li> </ul>	<ul style="list-style-type: none"> <li>o HomeOwnerRentals.com</li> <li>o IndustrialRentals.com</li> <li>o LiftRentals.com</li> <li>o MobileStorageRentals.com</li> <li>o OfficeTrailerRentals.com</li> <li>o OilServiceRentals.com</li> <li>o Phones4Rent.com</li> <li>o PumpRentals.com</li> <li>o RemediationRentals.com</li> <li>o RentalCranes.com</li> <li>o RentAppliances.com</li> </ul>	<ul style="list-style-type: none"> <li>o RestroomRentals.com</li> <li>o SafetyRentals.com</li> <li>o SpecialEventRental.com</li> <li>o StorageTankRentals.com</li> <li>o TechnologyRental.com</li> <li>o TemperatureControlRentals</li> <li>o TentSite.com</li> <li>o Tractors4Rent.com</li> <li>o TradeShowRentals.com</li> <li>o TrafficSafetyRentals.com</li> <li>o Uniforms4Rent.com</li> </ul>

## Sample Home Page of Specialty Website



make one request, receive multiple quotes

**Portable Toilets**  
National Construction Rentals Free quote on Portable Toilets

**Composting Toilets**  
Envirolet Composting Toilets. Waterless & Low Water models.

Receive Multiple Rental Quotes on Portable Toilets, Executive Toilets, and Fence Rentals!


renters
suppliers

### Quick & Easy!

1. Complete Simple Form
2. Request Multiple Quotes
3. Compare Quotes
4. Select Best Supplier

## Restroom Rentals

Are you looking for Portable Restroom Rentals or Fence Rentals?



Find Portable Potty and Toilet Rentals, Construction Toilets, Portable Sinks and Shower Rentals Online. Also in this Category are our Fence Rental Companies which provide Barricade Fencing, Chain Link Fencing, Windscreen and Temporary Fencing Rentals in your area.

Restroomrentals.Com is an easy-to-use and comprehensive tool for Rental Customers to Find and Rent the items they require quickly and efficiently via the Internet. Use our service to request a rental quote from multiple restroom and fencing rental companies that can supply your needs in your market area. Our service is quick and easy. You may request quotes and even compare quotes. Just complete our simple quote request form and we will send it to the rental companies that you select.

**What type of Restrooms & Fencing do you need?**

<input type="checkbox"/> Fencing - Barricade	<input type="checkbox"/> Showers - Portable	<input type="checkbox"/> Toilet - Executive
<input type="checkbox"/> Fencing - Chain Link	<input type="checkbox"/> Sink - Hand Washing	<input type="checkbox"/> Toilet - Portable
<input type="checkbox"/> Fencing - Windscreen	<input type="checkbox"/> Toilet - Special Needs	<input type="checkbox"/> Toilet - Suite

**Where will you need this Rental or Service?**

Select closest market area:

[Next Step »](#)

## 100+ Rental-Related Domain Names

### These Rental Specific Domain Names Help Attract Potential Renters

<ul style="list-style-type: none"><li>• Appliances4Rent.com</li><li>• AudioVisual4Rent.com</li><li>• BackhoeRentals.com</li><li>• Backhoes4Rent.com</li><li>• BestSellerRentals.com</li><li>• BestSellers4Rent.com</li><li>• BleacherRentals.com</li><li>• BoomLifts4Rent.com</li><li>• CateringRentals.com</li><li>• ClassroomRentals.com</li><li>• Classrooms4Rent.com</li><li>• CompactionRentals.com</li><li>• Compressors4Rent.com</li><li>• ConstructionRentals.com</li><li>• ContractorRentals.com</li><li>• DozerRentals.com</li><li>• EarthmovingRentals.com</li><li>• EmergencyRentals.com</li><li>• EntertainmentRentals.com</li><li>• EquipmentAgent.com</li><li>• EquipmentRental.com</li><li>• EventProfessionals.com</li><li>• ExcavatorRentals.com</li><li>• FarmRentals.com</li><li>• FencingRentals.com</li><li>• FindTentRentals.com</li><li>• FindTruckRentals.com</li><li>• ForkliftRentals.com</li><li>• FormalWearRentals.com</li></ul>	<ul style="list-style-type: none"><li>• GeneratorRentals.com</li><li>• Generators4Rent.com</li><li>• GrandstandRentals.com</li><li>• HeaterRentals.com</li><li>• HighwaySafetyRentals.com</li><li>• HomeMedicalRentals.com</li><li>• HomeOwnerRentals.com</li><li>• IndustrialRentals.com</li><li>• Instruments4Rent.com</li><li>• LandscapeRentals.com</li><li>• LiftRentals.com</li><li>• Lighting4Rent.com</li><li>• Linens4Rent.com</li><li>• MobileOffices4Rent.com</li><li>• MobileStorage4Rent.com</li><li>• MobileStorageRentals.com</li><li>• OfficeTrailerRentals.com</li><li>• OilfieldRental.com</li><li>• OilServiceRentals.com</li><li>• Party4Rent.com</li><li>• PersonalComputers4Rent</li><li>• Phones4Rent.com</li><li>• PropRentals.com</li><li>• PumpRentals.com</li><li>• RemediationRentals.com</li><li>• RentalCranes.com</li><li>• RentalPower.com</li><li>• RentalTools.com</li><li>• RentAppliances.com</li></ul>	<ul style="list-style-type: none"><li>• RentBoomLifts.com</li><li>• RentContainers.com</li><li>• RentHvac.com</li><li>• RentLighting.com</li><li>• RentLinens.com</li><li>• RentOfficeTrailers.com</li><li>• RentScissorLifts.com</li><li>• RentToilets.com</li><li>• RestroomRentals.com</li><li>• SafetyRentals.com</li><li>• Scaffolding4Rent.com</li><li>• ScissorLifts4Rent.com</li><li>• SecurityRentals.com</li><li>• SkidsteerRentals.com</li><li>• SpecialEventRental.com</li><li>• StorageContainerRentals.com</li><li>• StorageTankRentals.com</li><li>• Tanks4Rent.com</li><li>• TechnologyRental.com</li><li>• TemperatureControlRentals</li><li>• TentingRentals.com</li><li>• TentSite.com</li><li>• TradeshowRentals.com</li><li>• TrafficControlRentals.com</li><li>• TrafficSafetyRentals.com</li><li>• Trailer4Rent.com</li><li>• TrencherRentals.com</li><li>• Uniforms4Rent.com</li><li>• Welders4Rent.com</li></ul>
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