



Long Term Rental Program

Developed specifically for companies involved in Media Production, Filmmaking, Marketing, Content Creation and other media-related pursuits, our Long Term Rental program provides access to the latest production and post-production technology, equipment, and workflows, along with built-in maintenance and technical support. Whether your project runs for 3 months or 2 years, LTR is the modern way to build production capability.

Contact us for more details: sales@rule.com or 800-rule-com.

Benefits of Long Term Rentals include:

- Provide users with the very latest Production and Post-Production equipment.
- Provide users with a holistic slate of equipment designed from the outset to maximize workflow efficiency from acquisition to presentation.
- Eliminate delays and uncertainty related to the repair and maintenance of the equipment.
- Proactively manage Preventative Maintenance schedules and software updates.
- Ensure maximum uptime of equipment.
- Provide the company with one comprehensive monthly bill that eliminates variability in operational expenses.
- Provide preferred pricing on ad hoc rentals of additional equipment, for events or other media needs.
- Provide equipment training to staff.
- Ensure that the company will enjoy continuity of service irrespective of any personnel changes at the Company.
- Provide the company with tremendous flexibility to capitalize on advances in technology or workflow by replacing all or part of the package.
- Ensure an efficient and sustainable Equipment Lifecycle Management (ELM) process. When technology renders a generation of equipment obsolete, Rule will manage the removal, reuse and reapplication of these tools, saving on labor and real estate.