



AE PLAYBOOK SPRING 2017

Big plays are such a huge factor in the outcome of games. It is so difficult to go the distance on a defence. - Mike McCarthy

NEW! GEAR DEMOS

Want to try something new or different? The first day is free if you want to give these new items a demo! Items available for demo include:

- Matthews Dutti Dolly
- K5600 4K Alpha
- Fuji 85mm to 300mm Cabrio Zoom Lens

*One free day per customer when requested with an AE Camera and/or Truck Package.

AE4 COMBO HS



TORONTO'S BEST PRODUCTION EQUIPMENT PACKAGE TRUCK JUST KEEPS GETTING BETTER!

With all the new trucks and equipment at Affiliated Equipment there has been some concern (at least by driver Neil Diceman), that the status of our flagship equipment package truck AE4 could somehow be diminished. Not a chance, as not only has the trailer recently undergone a refurb that included a new tailgate, shelving, bin changes, and general fix up, but the contents also got an upgrade with the newly added Arri M90 and a couple of Arri T5's, two new Power Gems 18K ballasts, and two new complete Arri M40's (making AE4 a high-speed truck). Furthermore, she has started the move to LED with the addition of a Celeb 200 and a Celeb 400. Best of all, after spending near \$100,000 in improvements there is no worry about affordability, because the rental prices will stay the same.



THE PRIME DIRECTIVE

The Prime Directive is the guiding principle of Affiliated Equipment's Camera Department that demands AE personnel keep sought-after prime lenses on hand and available at reasonable rates to Television Commercial Production Companies.

So, we have bitten the bullet and have another set of Master Primes and a set of Leicas now available for use. This means with three sets of premium lenses we can offer camera packages that include these premium lenses. The plan is to give you an Alexa Mini with all the accessories, Master Primes or Leicas for \$2975/day (if you commit to paying within 30 days).



Spring Break Combo Bonus

Get a **FREE** basic location package with every combo. Package includes:

- 50** Pink Road Cones, **12** Folding Chairs,
- 4** Folding Tables, **1** x 10x10 Pop Up Tent and **1** Sandwich Board

That's \$107 value, but for you it's **free!**
*No Substitutions

Sign of the Times

Believe it or not, Affiliated Equipment has been around for 20 years!



To celebrate, we are starting the year with a limited run on these metal enamelled signs. We have set 20 aside as a giveaway to any friends out there who may want one. Just send an email to info@aerentals.ca if you wish to be considered.

