

OHS

OCCUPATIONAL HEALTH & SAFETY
ohsonline.com

2012 MEDIA PLANNER

Print • E-Media • Events • Custom Publishing • Custom E-Media • Research

BREAKTHROUGH STRATEGIES: 12-STEP LEADERSHIP

NOVEMBER 2011
Vol. 46 No. 11 | www.ohsonline.com

RESPIRATORY PROTECTION: Filling the Manager's Toolkit 20

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OHS & OCCUPATIONAL HEALTH & SAFETY

The Real Story Behind AED Fail

OCTOBER 2011
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OHS & OCCUPATIONAL HEALTH & SAFETY

Employee Gifts & Incentives

Engage to Go from Good to Great

Easy-To-Use Software Solutions That Help Providers Deliver the Best Patient Care and Increase Revenue

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from iProSoft

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OHS & OCCUPATIONAL HEALTH & SAFETY

Top News Stories

Previous 1 2 3 4 5 6 7 8 Next

EU Experts See Laser Incidents Rising Fast

As a number of laser incidents with aviation that were reported by EUROCONTROL, participants need to be aware of safety concerns and taking on-flight and post-flight procedures. Thousands of incidents are being reported across Europe.

TOPICS

- AEDs CPR
- Behavioral Safety
- Confined Spaces
- Construction Safety
- Disaster Preparedness
- Drug and Alcohol Testing
- Emergency Response
- Enforcement
- Ergonomics
- Facility Management
- Fall Protection
- Fire Safety

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More News

- FDNY Honors Fire Prevention Staffers
- Combustible Dust Explosive Issues
- FDNY Honors Fire Prevention Staffers
- Combustible Dust Explosive Issues
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- Combustible Dust Explosive Issues

OHS & OCCUPATIONAL HEALTH & SAFETY

Webinar Series

New 21st Century Technologies Are Key to Solving Workplace Hearing Loss

Sponsored by: **Sensear**
Hear Speech Stay Protected

November 9, 2011 • 2:00 p.m. Eastern - 11:00 a.m. Pacific

New 21st Century Technologies Are Key to Solving Workplace Hearing Loss

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Strict hearing protection regulations that have been in place for decades, Noise Induced Hearing Loss is still occupational illness. Noise has a significant negative impact on a corporation's bottom line in lost productivity, observation strategies and risk management. New 21st century hearing technologies are not only providing a solution to addressing noise induced hearing loss, but they are delivering improvements in productivity and performance as way to reduce accidents and fatalities.

will provide Health & Safety and Senior Operations executives with a road map on how to implement and new hearing technologies across the globe ensuring worker safety in the workplace.

Washington, Chief Marketing Officer, Sensear, is the global marketing and strategic communication device company. In this role David will be responsible for the adoption of leading edge communication and marketing solutions for Fortune 1000 marketing companies.

David has led two marketing consulting companies and is the founding CEO of ANZA Technology a mobile technology specialist, he is passionate about mobile environments. David has a Bachelor's degree in Marketing from the University of Washington.

OHS & OCCUPATIONAL HEALTH & SAFETY

Online Hazmat Training
Current, Effective, Reliable
Register soon at www.Lion.com

Shock-Resisting Lanyards Can Let You Down

By Hugh Smith
With the reduction in size and weight comes a reduction in price, making PFLs more affordable than ever.

More on: Fall Protection

- Amputation Hazards Add Up to \$129,950 in Fines for Cleaning Products Firm
- Pine Mower Wins Franchise, Bakery Fined \$209,400
- Cheese Maker Hit with \$111,000 Fine for Arduous Ammonia Hazards, More

News Update

- BP Reports \$5.5B First-Quarter Profit**
The energy company took a \$400 million pre-tax charge during the quarter that is related to the Gulf of Mexico spill last year and provided an update on the cleanup and status of claims.
- Public Citizen Seeks US Ban of Latex Surgical, Exam Gloves**
The organization submitted a similar petition that FDA denied in 1999, but Public Citizen says the reasons cited for the denial are no longer valid and many glove manufacturers support a ban.
- Academics Sought for Transit Rail Safety Panel**
The Federal Transit Administration's advisory committee will meet twice a year. FTA's administrator now wants to add professionals who have done academic research in safety.
- Frequent Business Travel Linked to Increased Health Risks: ACOEM**
According to the study, rates of less-than-good health increased along with nights of travel. Extensive travelers were 260 percent more likely to rate their health as fair to poor, compared to light travelers.

[View More News](#)

Join the Conversation at OHSONline

Readers recently commented on:

- [Nail Gun Safety: Safety Officer Safety Tips](#)
- [Mandrelux International: Growth Awaits](#)
- [Asbestos Abatement Firm Fined \\$437,300 for W/IA Violations](#)
- [Featured Tweet from @OchHealthSafety](#)
- [Study: Most Americans Don't Understand Health Effects of Wine, Sex Salt](#)
- [Latest Blog Entry at The OHS Wire](#)
- [Building Unions in the Arab World](#)

David Cockrill, national secretary of the International Brotherhood of Workers' Education

50 Years of Service

ONSITE HEALTH & WELLNESS PROGRAMS

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NATIONWIDE PROVIDER

Fall Protection
at your ladder, platform, and stair openings

FALL PROTECTION
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OHS

OCCUPATIONAL HEALTH & SAFETY
Virtual Event

Leadership. Longevity. Results.

Here is your *Occupational Health & Safety* media planner. In addition to the print and online editorial calendar and rates, you will find information on other marketing products designed to create selling opportunities for you to maximize your advertising investment. The flagship product of 1105 Media's Health and Safety Group, *Occupational Health & Safety*, has been an industry leader since 1932. *OH&S* reaches 80,381* subscribers in health, safety, security, environment and government. Our circulation in units served shows *OH&S* delivers to 67,468** separate facilities each month. This guarantees the broadest market coverage for your advertising message.

OH&S is a 12-time winner of ASBPE regional and national awards for editorial and design excellence. Our group of products offers an innovative, complete marketing program including online, custom publishing, event, and research opportunities as well as supplements and surveys.

Each month in our print magazine and continually on www.ohsonline.com, our team of experienced editors bring you the latest information about developments in this fast-moving industry.

Take a look at our advantages in circulation, editorial, market share, and online and electronic platforms, and you'll know that your advertising dollars go farther here than anywhere else. *Occupational Health & Safety* is the partner you can count on to generate more leads and increase your business. We are committed to providing you more value for your advertising dollar. Please visit www.ohsonline.com to explore your advertising options.

*BPA Worldwide, June 2011
 **Publisher's own data

Upcoming Opportunities

- 80 years of *OH&S* - July 2012
- Virtual Health & Safety Events - March and September, 2012
- Quarterly mediaView Ad Readership Studies
- Industry-specific e-newsletters
- Distributor Updates in May and November, 2012
- Incentive Marketing Association sections in May and October, 2012
- Hot Topic Sponsorships on ohsonline.com
- 2012 *OH&S* New Product of the Year



Occupational Health & Safety is a member of BPA Worldwide. To review *OH&S*'s current BPA statement online, visit the BPA Web site at www.bpaww.com in the Safety, Accident Prevention category of the Business Magazine section.



Occupational Health & Safety subscribers are as diverse as the marketplace, with circulation in manufacturing plants and extensive reach in service industries, coupled with the additional focus in the emergency preparedness and response market. *OH&S* subscribers are qualified based on industry and purchasing influence to assure you high-quality circulation.

Buying Responsibility*

Safety Equipment	58,264
Training	49,394
Occupational Health	44,400
Environmental Compliance	40,758
Fire Protection	39,802
Emergency Response	38,283
Ergonomics	36,834
Industrial Hygiene	36,026
Security	32,368
Software	28,144

Occupational Health & Safety reaches 68,131* buyers and specifiers!

Circulation That Counts*

Business Breakout

Industrial/Manufacturing	48,470
Service Industries	11,604
Government	8,706
Mining and Construction	8,183
Utilities & Transportation	3,418

TOTAL 80,381

Circulation Units Served**

Total Circulation	80,381
Units Served	67,468

Plus an additional reach of 20,000** to education, health care and government decision makers—targeting C-level managers—through our digital version

According to the Baxter Research April 2010 adView report, *Occupational Health & Safety* is read by more safety professionals than any other magazine in the market!

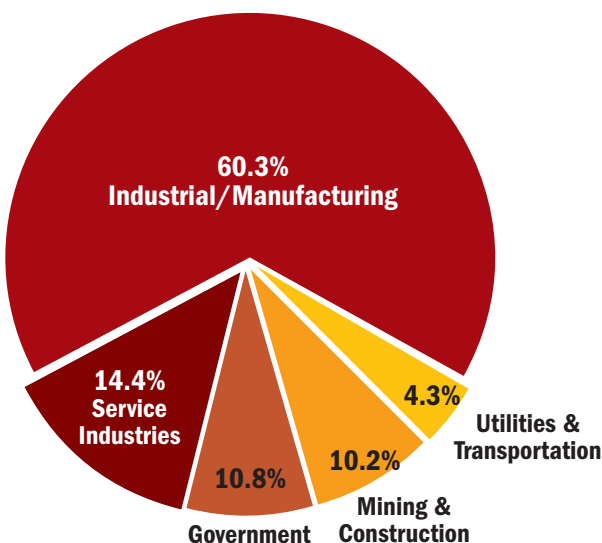
Occupational Health & Safety experiences a 2.8 pass-along among our 80,100* subscribers, meaning that a combined average total of 224,280 professionals see each issue!**

Of those surveyed***

75% said they regularly read Occupational Health & Safety.
 31% said they regularly read Safety & Health.
 26% said they regularly read EHS Today.
 19% said they regularly read Professional Safety.
 18% said they regularly read Industrial Safety & Hygiene.
 14% said they regularly read Industrial Hygiene News.

Dedicated and Devoted Subscribers***

Occupational Health & Safety has loyal subscribers who depend on the publication for important health and safety news and information. In fact, the April 2010 Baxter adView report found that 75% of subscribers read the publication regularly (3 out of 4 issues).



*BPA Worldwide, June 2011

**Publisher's Own Data

***Baxter Research adView Report, April 2010

Print and Online Editorial Calendar

January 2012

Ad close: 12/1/11 • Materials due: 12/6/11

Special Focus

Disaster Preparedness

Feature Articles

PPE: Hand Protection, Fall Protection

IH: Chemical Safety/MSDS

Training: Construction Safety

Lockout/Tagout

Incentives

Defibrillators & CPR

Online Spotlight Features & Exclusives

Fall Protection

Hand Protection

Baxter Ad Readership Study

For all half page or larger advertisers

Bonus

Free Product Spotlight for half page or larger fall protection advertisers

February 2012

Ad close: 1/5/12 • Materials due: 1/10/12

Feature Articles

PPE: Vision Protection, Respiratory Protection

IH: Confined Spaces

Training: Oil & Gas

Food Safety

Signs & Signals

Drug Testing

Ergonomics

Online Spotlight Features & Exclusives

Confined Spaces

Food Safety

Bonus

Free Product Spotlight for half page or larger respiratory protection, vision protection advertisers

March 2012

Ad close: 1/27/12 • Materials due: 2/1/12

Feature Articles

PPE: Hearing Protection, Head & Face Protection

IH: Hazmat

Training: Heat Stress, Summer Hazards

Transportation Safety

Health Care

Show Coverage/Bonus Distribution

OH&S Virtual Health & Safety Event, March 7

GovSec, Apr. 2-4, Washington, DC

Bonus

Free Product Spotlight for half page or larger hearing, head & face protection advertisers

Online Spotlight Features & Exclusives

Transportation Safety

Health Care

Print and Online Editorial Calendar

April 2012

Ad close: 2/27/12 • Materials due: 3/1/12

Feature Articles

PPE: Hand Protection, Foot Protection, Fall Protection

IH: Indoor Air Quality

Training: First Aid

Wellness

Incentives

Defibrillators & CPR

Online Spotlight Features & Exclusives

Health & Wellness

Foot Protection

Bonus

Free Product Spotlight for half page or larger head, foot, and fall protection advertisers

Baxter Ad Readership Study

For all half page or larger advertisers

May 2012

Ad close: 3/30/12 • Materials due: 4/4/12

Special Focus

ASSE 2012 Preview

Distributor Update

Employee Gifts & Incentives

Online Spotlight Features & Exclusives

Incentives

Defibrillators & CPR

Bonus

Free Product Spotlight for half page or larger hearing, vision protection advertisers

Feature Articles

PPE: Hearing Protection, Vision Protection

IH: Noise Monitoring

Training: Food Safety

Defibrillators & CPR

Electrical Safety

Welding

Incentives

Show Coverage/Bonus Distribution

ASSE Safety 2012, June 3-6, Denver

June 2012

Ad close: 4/30/12 • Materials due: 5/3/12

Special Focus

AIHce 2012 Preview

Feature Articles

PPE: Respiratory Protection, Protective Apparel

IH: Industrial Hygiene Instrumentation, Chemical Safety/MSDS

Training: Emergency Response

Disaster Preparedness

Emergency Showers & Eyewash

Combustible Dust

Online Spotlight Features & Exclusives

Industrial Hygiene

Emergency Response

Bonus

Free Product Spotlight for half page or larger respiratory, protective apparel advertisers

Show Coverage/Bonus Distribution

NFPA, June 11-14, Las Vegas

AIHce, June 16-21, Indianapolis

Print and Online Editorial Calendar

July 2012

Ad close: 5/31/12 • Materials due: 6/5/12

Special Focus

80 Years of *Occupational Health & Safety*
Annual Buyer's Guide

Feature Articles

PPE: Foot Protection, Head Protection, Fall Protection

IH: Hazmat

Training: Oil & Gas

Rugged Computing

Transportation Safety

Facility Management

Online Spotlight Features & Exclusives

Hazmat

PPE

Show Coverage/Bonus Distribution

Campus Technology, July 16-19, Boston

Baxter Ad Readership Study

For all half page or larger advertisers

Bonuses

Free Corporate Profile in Buyer's Guide of equivalent size for half page or larger advertisers in July and October issues

Free Product Spotlight for half page or larger head, foot, and fall protection advertisers

August 2012

Ad close: 6/28/12 • Materials due: 7/3/12

Special Focus

2012 *OH&S* New Product of the Year Preview

Feature Articles

PPE: Hand Protection, Protective Apparel

IH: Lab Safety

Training: Warehousing & Distribution

Confined Spaces

Construction Safety

Online Spotlight Features & Exclusives

Construction Safety

Protective Apparel

Show Coverage/Bonus Distribution

VPPPA, August 20-23, Anaheim, CA

IMA Summit

Bonus

Free Product Spotlight for half page or larger hand protection, apparel advertisers

September 2012

Ad close: 7/30/12 • Materials due: 8/2/12

Feature Articles

PPE: Vision Protection, Electrical Safety

IH: Chemical Safety/MSDS

Training: Food Safety

Emergency Showers & Eyewash

Incentives

Health Care

Slip & Fall

Show Coverage/Bonus Distribution

OH&S Virtual Health & Safety Event

ASIS, September 10-12, Philadelphia

Bonus

Free Product Spotlight for half page or larger vision protection, electrical safety advertisers

Online Spotlight Features & Exclusives

Emergency Showers & Eyewash

Vision Protection

Print and Online Editorial Calendar

October 2012

Ad close: 8/30/12 • Materials due: 9/5/12

Special Focus

2012 Safety Congress Preview
Employee Gifts & Incentives

Feature Articles

PPE: Foot Protection, Hearing Protection
IH: Indoor Air Quality
Training: Materials Handling
Facility Management
Ergonomics
Transportation Safety
Lockout/Tagout
Winter Hazards

Online Spotlight Features & Exclusives

Hearing Protection
2012 NSC New Products

Show Coverage/Bonus Distribution

NSC, October 22-24, Orlando
The Motivation Show, October 24-25, Chicago
ISC Solutions, November, New York

Bonuses

Free Corporate Profile in Buyer's Guide of equivalent size for half page or larger advertisers in July and October issues
Free Product Spotlight for half page or larger foot, hearing protection advertisers

November 2012

Ad close: 9/28/12 • Materials due: 10/3/12

Special Focus

Distributor Update

Feature Articles

PPE: Hand Protection, Respiratory Protection, Head & Face Protection
IH: Confined Spaces
Training: Fall Protection
Flu/Health Care
Defibrillators & CPR
PPE

Online Spotlight Features & Exclusives

Respiratory Protection
Training & Education

Show Coverage/Bonus Distribution

IFSS, November 13-15, New Orleans
ErgoExpo, November 28-30, Las Vegas

Baxter Ad Readership Study

For all half page or larger advertisers

Bonus

Free Product Spotlight for half page or larger hand, respiratory, head & face protection advertisers

December 2012

Ad close: 10/26/12 • Materials due: 10/31/12

Special Focus

2012 OHS New Product of the Year Winners

Feature Articles

PPE: Protective Apparel, Vision Protection
IH: Gas Detection
Training: Fire & Emergency
Signs & Signals
Hazmat

Online Spotlight Features & Exclusives

Signs & Signals
Fire & Emergency

Bonus

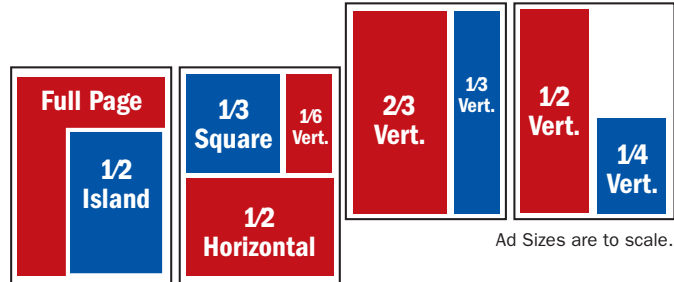
Free Product Spotlight for half page or larger apparel, vision protection advertisers

OH&S Print Ad Sizes

Magazine Trim Size: 7 5/8" x 10 1/2"

Bleed Size: 7 7/8" x 10 3/4"

	Live Size	Bleed Size
Full Page:	7 1/8" x 10"	7 7/8" x 10 3/4"
2/3 Vertical:	4 3/8" x 9 3/4"	n/a
1/2 Horizontal:	6 5/8" x 4 3/4"	n/a
1/2 Island:	4 3/8" x 6 5/8"	n/a
1/2 Vertical:	3 1/4" x 9 3/4"	n/a
1/3 Vertical:	2 1/8" x 9 3/4"	n/a
1/3 Square:	4 3/8" x 4 3/4"	n/a
1/4 Vertical:	3 1/4" x 4 3/4"	n/a
1/6 Vertical:	2 1/8" x 4 3/4"	n/a



Ad Sizes are to scale.

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Integrated Media Consultant.

OH&S Print Rates

	1x	3x	6x	9x	12x	18x	24x	36x
1 page	\$11,145	\$11,060	\$10,655	\$10,255	\$9,850	\$9,425	\$9,110	\$8,790
2/3 page	\$9,045	\$8,815	\$8,600	\$8,450	\$8,195	\$7,960	\$7,650	\$7,285
1/2 page island	\$8,215	\$8,060	\$7,855	\$7,710	\$7,575	\$7,420	\$7,270	\$6,935
1/2 page	\$7,050	\$6,895	\$6,725	\$6,620	\$6,510	\$6,345	\$6,210	\$5,870
1/3 page	\$4,930	\$4,875	\$4,760	\$4,650	\$4,540	\$4,370	\$4,240	\$4,080
1/4 page	\$4,090	\$3,975	\$3,830	\$3,730	\$3,620	\$3,485	\$3,320	\$3,140
1/6 page	\$2,610	\$2,500	\$2,410	\$2,355	\$2,315	\$2,275	\$2,175	\$1,990
Spread	\$21,250	\$21,030	\$20,345	\$19,590	\$18,820	\$18,010	\$17,375	\$16,805

Cover Premium Positions

Covers are sold for a 6x or more non-cancellable schedule

Premium Positions 10% extra on space and color

- Inside front cover: 20%
- Inside back cover: 15%
- Outside back cover: 25%

Color Charges—4-color

- Page: \$1,825
- Spread: \$2,900
- 1/2 Page or less: \$1,675
- 1/2 Page spread: \$2,490

Front Cover Snipe

- \$3,675/month
with purchase of a half page or larger ad in the same issue

ohsonline.com

OH&S offers a variety of home page and run of site banners, embedded ads, product sponsorships and hot topic sponsorships that are designed to drive traffic to your website. Create brand awareness and connect with key decision makers through a customized banner program. Impression and click rates are provided.



Online Industry Directory

occupationalhealthdirectory.com

The Occupational Health & Safety Online Industry Directory is a leading online resource for occupational health and safety buyers and decision makers. The directory includes categories such as body protection, material handling products, occupational health product & training services, and industrial hygiene products. For more information or to place a listing, call MediaBrains at 1-866-627-2467.

OH&S Resource Library

Your resources (videos, white papers, case studies and webinars) are valuable information that our readers want. The OH&S Resource Library will drive traffic back to your site.

- White paper listing includes title, company name, brief abstract, and link to white paper
- Vendor catalog listing includes: company name (linked), 60-80 word description, 130 x 170 catalog cover image

Custom Media

Home Page Info Center

\$3,675/month

OH&S Home Page Info Centers allow marketers to deliver valuable information and engage buyers looking for health and safety products, information and solutions at the moment they enter the OH&S Home Page. Positioned in the top-middle of the page, the Home Page Info Center accomplishes the three most important online marketing goals in one complete tool —branding, lead generation and premiere leadership positioning.

Home Page Road Block

\$1,580/day

The Road Block is available online for one day durations only. This premium product allows marketers to dominate the messaging on the OH&S Home Page by occupying all the banner ad real estate. The Road Block ensures an undeniable brand recognition experience for your company's target audience.

Hot Topic Road Block Sponsorships \$1,020-2,550/mo.

Target your brand with an exclusive one-month Road Block that includes all five run-of-site ad positions plus a Feature Product Listing. Site visitors enter Hot Topics via a left column on the OH&S home page. Your ads will appear on all pages within an aligned topic, reaching highly targeted traffic.

Video Hosting

\$1,580/month

Stand out from the crowd by allowing us to host your rich media/video on our Web site! Expand the reach of your video presentation and take advantage of the OH&S brand by placing your video on our Web site, thus reaching thousands of potential buyers for your products and services. Contact your Integrated Media Consultant for samples, ad specifications and more information about this and other video opportunities.

Become our fan on Facebook:

<http://www.facebook.com/OHSMagazine>



Follow us on twitter:

<http://twitter.com/OccHealthSafety>



Also look for the OH&S editors on



E-newsletters

Occupational Health & Safety

Twice weekly, the *Occupational Health & Safety* E-newsletter is sent to more than 65,000* safety buyers. Each E-newsletter provides critical news bulletins, events, product information and compliance tips. Print and online packages are available.



OH&S Product Spotlight

Twice a month, OH&S takes its two microsite products to 30,000* safety buyers.

Online feature package includes:

- Product listing within the *Product Spotlight* E-newsletters
- Product listing within corresponding product microsite
- Product listing within New Products section of ohsonline.com



Trade Show E-newsletters

Drive more traffic to your booth at the premier trade shows in the health, safety and hygiene industry. The Show Update E-newsletters are designed and timed to deliver leads and traffic to your booth and leads afterwards, helping you to make the most of your trade show investment.



The Show Update E-newsletter is delivered to 65,000* safety buyers approximately one week prior to the show, twice during the expo, and then approximately one week after the show.

OH&S Show Update E-newsletters:

AIHce, ASSE, and NSC

Industry Specific E-newsletters

Each issue of this new series of e-newsletters will feature news, products, and articles about a key industry sector. Circulation varies by topic. Upcoming issues:

- Incentive Marketing/Distributor - January, May, August, December
- Oil/Gas - March, December
- Health Care - April, June
- Law Enforcement - August

CFATS

Three leading 1105 Media brands come together to bring you a monthly audience of 55,000* for coverage of a timely topic: CFATS. CFATS News is a product of Security Products, the industry's leading new product and technology resource, with additional input from Occupational Health & Safety and Environmental Protection. This quarterly e-newsletter keeps security and environmental professionals informed of activity in Congress and the Department of Homeland Security as these bodies implement and consider revising the requirements of the Chemical Facility Anti-Terrorism Standards. The e-newsletter is distributed to security professionals, dealers, integrators and IT managers; occupational health and safety professionals; and environmental professionals



Sole-Sponsored E-newsletters

OH&S will work in partnership with you to create and deliver your own single-sponsored E-newsletter that targets specific industry trends, technologies, and solutions.

Contact your Integrated Media Consultant for rates.

*Publisher's own data

E-news Editorial Calendar

Issue Special Focus

JANUARY 2012

January 2	General <i>OH&S</i>
January 4	General <i>OH&S</i>
January 5	Product Spotlight - Fall Protection
January 9	General <i>OH&S</i>
January 11	Industrial Hygiene
January 16	General <i>OH&S</i>
January 18	General <i>OH&S</i>
January 19	Product Spotlight - Hand Protection
January 23	General <i>OH&S</i>
January 24	Incentive Marketing/Distributor
January 25	Training
January 30	General <i>OH&S</i>

FEBRUARY 2012

February 1	General <i>OH&S</i>
February 2	Product Spotlight - Confined Spaces
February 6	General <i>OH&S</i>
February 8	Vision Protection
February 14	General <i>OH&S</i>
February 15	General <i>OH&S</i>
February 16	Product Spotlight - Food Safety
February 20	General <i>OH&S</i>
February 22	Respiratory Protection
February 27	General <i>OH&S</i>
February 29	General <i>OH&S</i>

MARCH 2012

March 1	Product Spotlight - Transportation Safety
March 5	General <i>OH&S</i>
March 7	Hazmat
March 12	General <i>OH&S</i>
March 14	General <i>OH&S</i>
March 15	Product Spotlight - Health Care
March 19	General <i>OH&S</i>
March 21	PPE
March 26	General <i>OH&S</i>
March 27	Industry Specific - Oil/Gas
March 28	General <i>OH&S</i>

Issue Special Focus

APRIL 2012

April 2	General <i>OH&S</i>
April 4	PPE: Hand Protection
April 5	Product Spotlight - Health & Wellness
April 9	General <i>OH&S</i>
April 11	General <i>OH&S</i>
April 16	General <i>OH&S</i>
April 18	Industrial Hygiene
April 19	Product Spotlight - Foot Protection
April 23	General <i>OH&S</i>
April 24	Industry Specific - Health Care
April 25	General <i>OH&S</i>
April 30	General <i>OH&S</i>

MAY 2012

May 2	Training
May 3	Product Spotlight - Health Care
May 7	General <i>OH&S</i>
May 9	General <i>OH&S</i>
May 14	General <i>OH&S</i>
May 15	Incentive Marketing/Distributor
May 16	PPE: Hearing Protection
May 21	General <i>OH&S</i>
May 22	ASSE
May 23	General <i>OH&S</i>
May 24	Product Spotlight - Defibrillators/CPR, AIHce
May 29	General <i>OH&S</i> , ASSE
May 30	General <i>OH&S</i>

JUNE 2012

June 4	General <i>OH&S</i> , ASSE
June 5	ASSE
June 6	General <i>OH&S</i>
June 7	Product Spotlight - Industrial Hygiene, AIHce
June 11	General <i>OH&S</i>
June 13	Chemical Safety
June 14	ASSE
June 18	General <i>OH&S</i>
June 19	AIHce
June 20	General <i>OH&S</i> , AIHce
June 21	Product Spotlight - Emergency Response
June 25	General <i>OH&S</i>
June 26	Industry Specific - Health Care
June 27	Oil/Gas
June 28	AIHce

E-news Editorial Calendar

Issue Special Focus

JULY 2012

July 2	General <i>OH&S</i>
July 5	General <i>OH&S</i>
July 9	General <i>OH&S</i>
July 11	PPE: Fall Protection
July 12	Product Spotlight - Hazmat
July 16	General <i>OH&S</i>
July 18	General <i>OH&S</i>
July 23	General <i>OH&S</i>
July 25	Transportation Safety
July 26	Product Spotlight - PPE
July 30	General <i>OH&S</i>

AUGUST 2012

August 1	Protective Apparel
August 2	Product Spotlight - Construction Safety
August 6	General <i>OH&S</i>
August 8	General <i>OH&S</i>
August 13	General <i>OH&S</i>
August 14	Incentive Marketing/Distributor
August 15	General <i>OH&S</i>
August 16	Product Spotlight - Protective Apparel
August 20	General <i>OH&S</i>
August 22	Oil/Gas
August 27	General <i>OH&S</i>
August 28	Industry Specific - Law Enforcement
August 29	General <i>OH&S</i>

SEPTEMBER 2012

Sept. 5	General <i>OH&S</i>
Sept. 6	Product Spotlight - Emergency Showers & Eyewash
Sept. 10	General <i>OH&S</i>
Sept. 12	PPE: Vision Protection
Sept. 17	General <i>OH&S</i>
Sept. 19	General <i>OH&S</i>
Sept. 24	General <i>OH&S</i>
Sept. 26	Chemical Safety
Sept. 27	Product Spotlight - Vision Protection

Issue Special Focus

OCTOBER 2012

October 1	General <i>OH&S</i>
October 3	Facility Management
October 4	Product Spotlight - Hearing Protection
October 9	General <i>OH&S</i> , NSC
October 10	General <i>OH&S</i>
October 15	General <i>OH&S</i>
October 16	NSC
October 17	General <i>OH&S</i>
October 18	Product Spotlight - NSC New Products
October 22	General <i>OH&S</i>
October 23	NSC
October 24	General <i>OH&S</i> , NSC
October 29	General <i>OH&S</i>
October 30	NSC
October 31	Transportation Safety

NOVEMBER 2012

November 1	Product Spotlight - Respiratory Protection
November 5	General <i>OH&S</i>
November 7	PPE
November 14	General <i>OH&S</i>
November 15	Product Spotlight - Training & Education
November 26	General <i>OH&S</i>
November 28	Fall Protection

DECEMBER 2012

December 3	General <i>OH&S</i>
December 4	Industry Specific - Oil/Gas
December 5	Emergency Response
December 6	Product Spotlight - Fire & Emergency
December 10	General <i>OH&S</i>
December 11	Incentive Marketing/Distributor
December 12	General <i>OH&S</i>
December 13	Product Spotlight - Signs & Signals



March & September, 2012

ohsonline.com/virtualevent

Sponsor/Exhibitor Benefits

- Meet attendees and generate leads in your virtual booth.
- Demonstrate your products and services to a targeted audience of security buyers and influencers.
- Foster relationships with attendees in the Virtual Networking Lounge.
- Immediately communicate with attendee prospects using the event's instant messaging and chat capabilities.
- Strengthen product brand and enhance media visibility.
- Post key product and service information attendees can review, download and share.
- Answer questions from interested prospects anytime during the real-time event and three months afterward via e-mail notification.
- Extend product visibility beyond the live-event day when the virtual event is made available "on-demand" for an additional three months.

Attendee Reactions From Our Last Event

- "The virtual experience felt very close to an actual in-person attendance and interaction at a professional conference and expo. I was able to meet obligations at my office while attending this outstanding expo. I also like being able to access the presentations 90 days after the expo."
- "Great event. Very well done and fascinating to be able to have something like this online and get as much information as I did from vendors."
- "The layout of the virtual expo was intuitive with links to the expo hall, the auditorium, the lounge, etc. Very easy to navigate and find what one was looking for. I liked the new products featured; they gave me some ideas on items I may consider purchasing."
- "Was able to attend from my desk and not travel. Great, timely subjects with interesting speakers."
- "Fantastic experience; can't wait til the next opportunity."

Access Detailed Lead-Generation Information

OH&S provides sponsors with access to extensive data for the leads you generate—all in a downloadable, easy-to-use format.

- Guaranteed leads for event sponsors
- Full contact information, including name, title, company, phone number, e-mail, and physical address
- Complete record of your live chat or e-mail conversations with prospects
- Ability to track the activity and interest areas of prospects who visited your booth
- Ability to rank leads by criteria you choose based on the activity within your booth or within the event—or even by demographics and other attendee profile information
- Real-time access to your new sales leads

What Sponsors Liked Best About the Last OH&S Virtual Event

- "It was affordable, and many people interacted with us and visited our booth."
- "The booth was easy to set up."
- "That it was virtual and we didn't have to travel"
- "The document upload feature, so prospects could easily see and download our marketing collateral"
- "The ability to reach out to attendees"





March & September, 2012

ohsonline.com/virtualevent

Sponsor & Exhibitor Packages

As a sponsor or exhibitor, your company will receive an easy-to-customize virtual tradeshow booth, the primary vehicle to create an interactive, memorable brand experience with participants. Each virtual booth features the ability to display prominent branding billboards, flash presentations, product demos, product/service content, video messages from company experts, live chat rooms and podcasts—literally any mix of content your company wants to present to virtual conference attendees to enhance their knowledge of your company and experience with your products. Choose the program level below that works best for your company and budget.

Sponsorship Level	Premium	Silver	Gold
Cost	\$6,000	\$9,000	\$12,000
Leads	all booth leads	all show leads	all show leads
Webcast session in conference schedule		on-demand	live sponsorship
Booth logo on main floor	★	prime location	center position
Dedicated e-mail to registered attendees		★	★
E-mail promotion to all registered attendees	★	★	★
Logo on event home page	★	★	★
Logo in attendee registration confirmation e-mail	★	★	★
Full page 4/c ad in the show guide		★	★
JumboTron ad on show floor			★
Banner ads during the tradeshow		★	★
Banner ads in lounge, auditorium & resource center		★	★
White paper insert in briefcase	★	★	★
Logo in attendee marketing promotions	★	★	★
Lead delivery for 3 months after show	★	★	★
Content tabs in booth	5	6	8
Live interaction with participants via chat & e-mail	★	★	★
Post-show lead report	★	★	★
Unlimited show passes	★	★	★
Exhibit listing in directory	★	★	★
Prize giveaway promotion	★	★	★
Utilization of co-op promotions	★	★	★
Unlimited booth staff	★	★	★
Product demo within booth	★	★	★

About the Occupational Health & Safety Virtual Events Platform Technology Partner
Occupational Health & Safety is proud to partner with INXPO for its Virtual Events. INXPO is transforming the Web from pages and files to events and destinations, where people go to meet, learn and do business. INXPO is the leading technology platform for virtual events and virtual business environments that connect, engage and educate audiences. They have delivered more than 1,000 successful virtual events and experiences for global customers and publishers.



Your Powerful Tool for Generating Quality Sales Leads

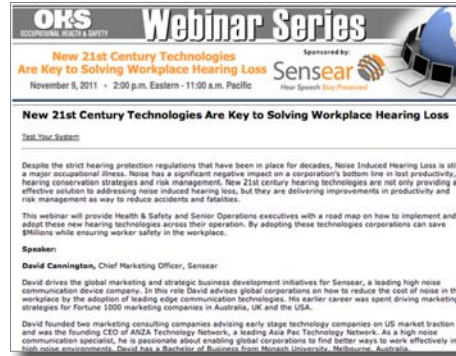
Budget constraints and increasingly hectic work schedules can often prohibit today's health and safety decision makers from physically attending seminars, conferences and expositions. Instead, it is important that today's health and safety product and service vendors seek innovative and cost-effective ways to disseminate information and engage prospects and clients in a timely manner to spotlight new technologies, product launches, strategic partnerships and more.

That's why *Occupational Health & Safety* offers a turnkey webinar solution that allows health & safety products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

In addition to single-sponsored customer-supplied webinars, OH&S offers the opportunity for companies to be one of three co-sponsors of time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Each sponsor gets full registration information, approximately 12 minutes of air time and participation in the question and answer session. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

Editorial Webinar Co-Sponsorship \$4,500 net

Contact your Integrated Media Consultant for more information or to secure a sponsorship position.



The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of health and safety buyers are encouraged to interact with presenters in an open dialogue.

Sponsorship \$10,000 net

- Registration development and collection
- Comprehensive event promotion
- E-blasts to our 65,000* targeted *Occupational Health & Safety* e-news subscribers
- Reminder e-mails prior to webinar
- 30-day webinar registration link on ohsonline.com's home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional real-time polling and Q&A during the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use
- 350 leads guaranteed—additional leads available at discounted rate

For more information on how to schedule or develop a webinar to meet your marketing needs, please contact your Integrated Media Consultant.

*Publisher's own data

ohsonline.com

Home Page Banners

728 x 90 Leaderboard—6 sponsors	\$745 net/month
250 x 250 Banner—1 sponsor	\$715 net/month
160 x 600 Skyscraper—4 sponsors	\$665 net/month
468 x 60 Banner—4 sponsors	\$440 net/month
New Product Section Sponsorship	\$635 net/mo. (6 max.)
Includes New Product 100 x 100 image, 60-80 word description	
Home Page Info Center	\$3,675/month
Home Page Road Block	\$1,580/day

Run of Site (ROS) Banners

728 x 90 Leaderboard—6 sponsors	\$600 net/sponsorship
160 x 600 Skyscraper—4 sponsors	\$600 net/sponsorship
160 x 120 Button—3 sponsors	\$500 net/month
336 x 280 Banner Ad—4 sponsors	\$635 net/month
Sponsored Text Link	\$275 net/month

Special Opportunities

336 x 280 Embedded Targeted Ad—Banner on specific targeted story	\$1,825 net/month
Hot Topic Area Sponsorship—Sole Sponsorship,	
468 x 60 on Topic Main Page	\$600 net/month

Hot Topic Road Block Sponsorships

Exclusive 1-month Road Block including all 5 ROS ad positions and Feature Product Listing (150x150 ad + 60-word description)	
Tier 1	\$2,550/month
Tier 2	\$1,785/month
Tier 3	\$1,020/month
<i>Tier 1 topics: Ergonomics, H1N1 Flu, Construction Safety, Fall Protection, Confined Spaces, Head/Face Protection. Tier 2: PPE, Respiratory, Fire Safety, Risk Management, AEDs CPR, Training, Emergency Response, Hearing Protection, Hand Protection. Tier 3: Hazard Communication, Regulations Standards, Industrial Hygiene, Enforcement, Indoor Air Quality, Food Safety, Health Care, Facility Management, Human Resources, Disaster Preparedness</i>	

Exclusive Product Category Sponsorship	\$360 net/month
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Includes linkable "Sponsored by" on main page, 468 x 60 at top of Specific Category page, and first product listing, 200 x 200 image and linkable URL

Dog Ear / Peel Back

1 month: \$2,140/month	6 months or more: \$1,650/month
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Scrolling Marquee	\$1,970/month
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Welcome Mat	\$2,650/week
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e-Guide Program

(3) white papers/case studies or articles	\$6,000/net
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Webinar	\$10,000 net
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*Publisher's own data

E-newsletters

Occupational Health & Safety E-news

Circulation 65,000*, 2x/week. Rates are per issue.	
New Product Spot	\$1,125
E-news Info Center	\$1,020
180 x 300 Banner Ad	\$765
468 x 60 Banner Ad	\$860
160 x 600 Skyscraper	\$1,070
Sponsor	\$1,125
Custom Single Issue Exclusive Sponsorship	\$3,570

Product Spotlight E-news	\$550
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Circulation 30,000*, 2x/month. Includes:
150 x 150 product image, 40-60 word description within E-news

Trade Show E-news (rates per show)

Top Banner - 468 x 60	\$2,625
160 x 120 (2 positions available)	\$2,100
180 x 300	\$2,550
160 x 600 Skyscraper	\$3,150
Bottom Banner - 468 x 60	\$1,575
BONUS: Each sponsor gets a product announcement with photo on one of the delivery dates. The largest ad sponsor gets first choice of day of new product announcement delivery.	
Single Issue "Exclusive" Sponsorship	\$8,160

Industry Specific & CFATS E-news (rates per issue)

Industry Specific circulation varies. CFATS circulation: 55,000*	
468x60 Banner Ad	\$1,530
336x280 Banner Ad	\$1,940
160x600 Skyscraper	\$1,225
New Product Spot	\$1,020
Sponsored Text Link	\$330
Custom Single Exclusive Sponsorship	\$3,980

Resource Library

White Paper or Vendor Library Hosting	\$775 net/month
	\$5,500 net/year
Video Hosting	\$1,580/month
Live Show Site Video:	Contact your Integrated Media Consultant

Frequency discounts available.

Ad Readership Studies

What better way to evaluate your ad than to survey the actual buyers or specifiers for your goods and services? In January, April, July, and November, *Occupational Health & Safety* sponsors an independent ad readership study for all half page and larger advertisers so you can determine your advertisements' effectiveness. You can easily analyze specific data to see how your ad compares to the competition as well as how many subscribers remembered reading and seeing your ad.

Distributor Update

Distributor Update special sections in June and November will feature safety distributors' and buying groups' news, acquisitions and other announcements, trade show previews and on-the-scene reports, and expert advice to help distribution companies increase their revenues and market share.

Buying Plan Surveys

Wouldn't you like to be able to read your customers' minds? You can with the help of *Occupational Health & Safety's* Buying Plan Surveys. They're an unbeatable way to determine what your customers plan to purchase. Each month, we run a survey to find out which products/services our subscribers plan to buy, when they plan to buy, and how much they plan to spend.

Classifieds

Big things do come in small packages. Whether you are looking to recruit the best in the business or you want to buy and sell products and services, *OH&S's* classified ads are designed to help you run your business successfully.

List Rental

The *Occupational Health & Safety* subscriber mailing list is available for rental. To view our datacards, please visit www.meritdirect.com/1105. For more information, contact Jane Nicholson at jnicholson@meritdirect.com.

July - 80 Years of OH&S Issue

Maximize your impact with a free corporate profile in this special issue! Buy a half page or larger ad in the July and October issues, and receive a FREE Corporate Profile of the same size in the July issue. The July issue will also include our annual Buyer's Guide.

Inserts

Inserts are powerful advertising tools. Increase your visibility by taking advantage of these cost-effective advertising plans that build brand awareness and purchase intent. *OH&S* will work with you to create a customized piece that informs subscribers about trends, case studies, and products and services within your market. The insert appears within the publication, and overruns are provided for your organization.

Reprints

Extend the shelf life of your message and generate additional interest through full-scale reproductions of articles and advertisements. For single article reprints (in minimum quantities of 250-500), e-prints, plaques and posters contact PARS International at 1105reprints@parsintl.com or 212-221-9595. www.magreprints.com/QuickQuote.asp

Custom Events

From program development to attendee acquisition, our event team will work with you to create a customized program that reinforces brand leadership, facilitates an environment for networking and delivers targeted customer leads. Whether it's a sponsored panel at an industry event, roundtable discussion, an executive forum for buyers and sellers or an industry road show, we can help you develop a successful, informative and educational event designed for safety professionals.

Effective January 2010

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

Media Shipping (not including pre-printed inserts)

Digital files should be provided on the following media: Macintosh formatted DVD or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:

Occupational Health & Safety

Attn: Production Coordinator

1105 Media, Inc.

9201 Oakdale Avenue, Suite 101

Chatsworth, CA 91311

Tel 818-814-5200

Fax 818-734-1528

Email: ohsadproduction@1105media.com

Media files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

File Format

We support files generated by Adobe Acrobat using the 1105Media Print Driver and 1105Media Job Option Settings for Distiller, with specifications as listed below.

Download printer driver & distiller settings from our Web site at:

www.1105media.com/DigitalAdRes.html

In order to generate printable PDFs, it is important that the native file (Quark XPress or Adobe InDesign) is prepared accordingly.

Preparing native files for printable PDFs:

- Multiple pages need to be submitted as single page files
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Embed all fonts
- Rules should be .25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%

Preparing a PDF file (Preferred format):

- Use 1105Media PPD Print Driver
- Use 1105Media Job Option Settings for Distiller
- Set crop marks with a 12 point offset
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

Proofs

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital half-tone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.).

Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

FTP File and Upload Information

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or email message to your Production Coordinator to verify the file has been sent.

It is important that the uploaded file is placed in the designated directory for expedient access.

Host: <ftp://ads.1105media.com/>

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/Occupational_Health_Safety/

Digital Advertising Resources

1105 Media Inc. Media Kits and Ad Specifications

www.1105media.com/adspecs.html

Digital Distribution of Advertising for Publications (DDAP)

www.ddap.org

Specifications Web Offset Publications (SWOP)

www.swop.org

www.swop.org/certification.html

Adobe Acrobat

www.adobe.com/products/acrobat/main.html

OHS

OCCUPATIONAL HEALTH & SAFETY

and

1105 MEDIA

The Power of More

Subscribers turn to *Occupational Health & Safety* each month for practical advice on how to keep the workplace safe from hazards and in full compliance with ever-changing laws and regulations. Our experienced editors concentrate on delivering the most up-to-date information for professionals in the health, safety, industrial hygiene, environmental, security, and fire protection fields with in-depth features, new product releases, and more!

As part of 1105 Media, Inc., *Occupational Health & Safety* is able to bring you even more. 1105 Media provides integrated business-to-business information and media. Our offerings focus on technology, products, policy, regulation, and news delivered through an assortment of media including print and online magazines, journals, and newsletters; seminars, conferences, executive summits, and trade shows; training and courseware; and Web-based services.

Ask your *Occupational Health & Safety* Integrated Media Consultant about how you can target additional growing markets served by 1105 Media, Inc.

- Government
- Business Intelligence
- Compliance
- Home Medical Equipment
- Education
- Office Equipment
- Environmental Protection
- Network & Enterprise Computing
- Security
- Water & Wastewater



Occupational Health & Safety
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