Occupational Health & Safety has been an industry leader since 1932 and continues to provide an effective collection of media outlets for promoting your health and safety products and services. In addition to providing the best coverage on niche health & safety issues, we focus on the industry triad: Personal Protective Equipment, Industrial Hygiene, and Training.
**Magazine Buying Responsibility**

<table>
<thead>
<tr>
<th>Category</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency Response</td>
<td>22,348</td>
</tr>
<tr>
<td>Environmental Compliance</td>
<td>23,268</td>
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<tr>
<td>Ergonomic</td>
<td>22,343</td>
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<tr>
<td>Fire Protection</td>
<td>22,623</td>
</tr>
<tr>
<td>Industrial Hygiene</td>
<td>22,005</td>
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<tr>
<td>Occupational Health</td>
<td>24,426</td>
</tr>
<tr>
<td>Safety Equipment</td>
<td>33,593</td>
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<tr>
<td>Security</td>
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<tr>
<td>Software</td>
<td>18,888</td>
</tr>
<tr>
<td>Training</td>
<td>26,967</td>
</tr>
</tbody>
</table>

OH&S reaches an average of 80,940* subscribers and 43,130* buyers and specifiers!

**Business/Industry**

- **Service Industries**: 12,340
- **Industrial/Manufacturing**: 55,083
- **Government**: 12,065
- **Others allied to field**: 1,431

**Circulation That Counts**

- 700** attendees at every OHS editorial webinar
- 6,500,000*** pageviews per year on ohsonline.com
- 975,000** eNewsletters sent per year
- 6,500,000** pageviews per year on ohshonline.com
- 975,000** eNewsletters sent each month

**Online Statistics**

- **Twitter**: over 30,000** followers
- **Facebook**: over 7,700** followers
- **LinkedIn**: over 28,000** group members
- **OH&S editorial webinar registrants in 2019**: 24,000**

*BPA Brand Report, December 2019  
**Media Owner’s Own Data
Leadership. Longevity. Results.

With a strong industry presence since 1932, Occupational Health & Safety continues to serve the health & safety market. In our magazine and on 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, and online, print, and digital platforms, and you’ll know that your advertising dollars go farther here than anywhere else. OH&S 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.

Award-Winning Publication


OH&S is also a 12-time winner of ASBPE regional and national awards for editorial and design excellence.

Audited, High-Quality Circulation

OH&S subscribers are as diverse as the marketplace, with circulation in manufacturing plants and extensive reach in service industries. OH&S subscribers are qualified based on industry and purchasing influence to assure you high-quality circulation. OH&S is a member of BPA Worldwide. To review OH&S’ current BPA statement online, visit the BPA website at www.bpaww.com in the Safety, Accident Prevention category of the Business Magazine section.

As an Omeda client, OH&S provides high-quality and up-to-date audience data. You can feel confident you have chosen a provider who enables you to integrate all data sources, providing a 360-degree view of your audience.

Ongoing Opportunities

Our group of products offers an innovative, complete marketing program including online, custom publishing and research opportunities.

- High-quality lead generation with custom and editorial webinars
- OH&S SafetyPods
  - Each podcast features a 20- to 30-minute conversation with OH&S Editor Sydny Shepard and an industry expert on a safety topic.
  - Limited opportunity; 2 per month
- OH&S New Product of the Year
  - Entry form is available at ohsonline.com
  - Winners coverage in November/December 2020
Dedicated and Devoted Subscribers

*Occupational Health & Safety* has loyal subscribers who depend on the publication for important health and safety news and information. According to the Baxter Research October 2019 mediaView report, 85% of *OH&S* magazine subscribers rate it important, very important, or a personal favorite!

What *OH&S* Subscribers Are Saying*

I look for safety trends and tips and if there are any emerging safety issues to be aware of. I also like looking at the advertisements for any PPE that is interesting.
—Director of Testing

Stimulates keeping up with new innovations in technology and thought, particularly when trying to reach disinterested clientele. You never know what gizmo or study will resonate with someone you are trying to reach.
—VP OH&S Services

It allows me to learn of new equipment on the market along with new trends in safety.
—Director of Construction Safety

I read *OH&S* to become better educated in the health and safety field and to continue to find ways to improve the safety culture at my workplace.
—Health & Safety Officer

It is one tool in my box that I can utilize for training and for keeping abreast of industry changes.
—EHS Manager

My preferred safety and health magazine; includes practical, real world guidance in most areas of OSH/EHS. I also review the products advertised to support my OHS/EHS function. Learning about the publication’s new products and new methods helps me do my job better.
—IH

Helps me make decisions on training and what products to look for.
—Safety Specialist

It’s simply the best EHS periodical out there today. It helps me stay well informed about the topics I need to be concerned about.
—Safety Tech

I read *OH&S* magazine to keep up to date on safety trends and topics, as well as review new and existing product advertisements. The material in each issue is varied, meaning it covers a good spectrum of information, which is why I like it.
—Safety Manager

It has a real influence in laboratory EH&S
—Chemical Materials Engineer

*Baxter Research, 2019 mediaView Quarterly Reports*
## 2020 Editorial Calendar

### JAN/FEB
Ad close: 1/3/20 • Materials due: 1/3/20

**Special Focus**  
Construction Safety

**Feature Articles**  
IH: Chemical Safety/SDS  
PPE: Foot Protection, Respiratory Protection, Hand Protection  
Training: Defibrillators & CPR  
Plus: Oil & Gas, Emergency Showers & Eyewash, Combustible Dust

**Value Adds**  
For all half page or larger advertisers  
• Research: Ad Readership Study  
• Magazine: Free Product Listing  
  Product Spotlight for construction safety and foot protection advertisers  
• Website: Free Product Listing  
  Respiratory Protection  
  Emergency Showers & Eyewash

### MAR
Ad close: 1/23/20 • Materials due: 1/27/20

**Special Focus**  
Fall Protection

**Feature Articles**  
IH: Gas Detection  
PPE: Hearing Protection, Protective Apparel, Head & Face Protection  
Training: Lockout/tagout  
Plus: Summer Hazards/Heat Stress, Drug Testing

**Value Adds**  
For all half page or larger advertisers  
• Magazine: Free Product Listing  
  Product Spotlight for fall protection and hearing protection advertisers  
• Website: Free Product Listing  
  Head & Face Protection  
  Lockout/tagout

### APR
Ad close: 2/26/20 • Materials due: 2/28/20

**Special Focus**  
Fire Safety

**Feature Articles**  
IH: Confined Spaces  
PPE: Vision Protection, Foot Protection  
Training: Electrical Safety  
Plus: Welding, Incentives, Facility Safety

**Value Adds**  
For all half page or larger advertisers  
• Magazine: Free Product Listing  
  Product Spotlight for vision protection, and fire safety advertisers  
• Website: Free Product Listing  
  Incentives  
  Electrical Safety
2020 Editorial Calendar

**MAY**
Ad close: 3/30/20 • Materials due: 4/1/20

Special Focus
Industrial Hygiene

Feature Articles
IH: Chemical Safety/SDS
PPE: Respiratory Protection, Hand Protection
Training: Confined Spaces
Plus: Combustible Dust, Emergency Showers & Eyewash

Value Adds
For all half page or larger advertisers
• Magazine: Free Product Listing
  Product Spotlight for respiratory protection, emergency showers & eyewash and IH advertisers
• Website: Free Product Listing
  Training and chemical safety/SDS

Bonus Value Add
For all quarter page or larger advertisers
• IH Online Product Showcase: Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

**JUNE**
Ad close: 4/24/20 • Materials due: 4/27/20

ASSP Safety 2020 Issue

Special Focus
Employee Gifts & Incentives
Employee Drug & Alcohol Testing

Feature Articles
IH: Gas Detection
PPE: Protective Apparel, Vision Protection, Fall Protection
Training: Electrical Safety
Plus: Defibrillators & CPR, Oil & Gas, Heat Stress

Value Adds
For all half page or larger advertisers
• Magazine: Free Product Listing
  Product Spotlight for vision protection and oil & gas advertisers
• Website: Free Product Listing
  Electrical Safety, Defibrillators & CPR

Bonus Value Add
For all half page or larger advertisers in both July/August and October 2020
• Company Profile: same size as ad in July/August 2020 issue

Bonus Value Add
For all half page or larger advertisers exhibiting at ASSP Safety 2020
• ASSP Online Product Showcase: Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

Show Coverage
• ASSP Safety 2020, June 23-25

**JULY/AUG**
Ad close: 6/26/20 • Materials due: 6/30/20

ASSP Safety 2020 Issue

Special Focuses
Construction Safety
Protective Apparel

Feature Articles
IH: Confined Spaces
PPE: Respiratory Protection, Hand Protection, Head Protection
Training: Lockout/tagout
Plus: Facility Safety, Emergency Showers & Eyewash, Lab Safety

Value Adds
For all July half page or larger advertisers
• Website: Free Product Listing
  Confined Spaces
  PPE

Bonus Value Add
For all half page or larger advertisers in both July/August and October 2020
• Company Profile: same size as ad in July/August 2020 issue

Show Coverage
VPPPA Safety+, August 25-28, Orlando

Ad close: 3/30/20 • Materials due: 4/1/20

MAY

JUNE

JULY/AUG
# 2020 Editorial Calendar

## SEPT
**Ad close:** 7/23/20 • **Materials due:** 7/27/20

**Special Focus**
Industrial Hygiene

**Feature Articles**
PPE: Construction, Electrical Safety  
Training: Chemical Safety  
Plus: Emergency Showers & Eyewash, Winter Hazards, Combustible Dust

**Value Adds**
For all half page or larger advertisers
- **Magazine:** Free Product Listing Product Spotlight for industrial hygiene and electrical safety advertisers
- **Website:** Free Product Listing Emergency Showers & Eyewash Construction

## OCT
**Ad close:** 8/26/20 • **Materials due:** 8/28/20

**Special Section**
Employee Gifts & Incentives

**Special Focus**
Hearing Protection

**Feature Articles**
IH: Indoor Air Quality  
PPE: Foot Protection, Vision Protection, Fall Protection  
Training: Materials Handling, Defibrillators & CPR  
Plus: Facility Safety

**Value Adds**
For all half page or larger advertisers
- **Magazine:** Free Product Listing Product Spotlight for protective apparel and vision protection advertisers  
- **Website:** Free Product Listing Lockout/Tagout  
- **Website:** Free Product Listing Facility Safety

**Bonus Value Add**
For all quarter page or larger advertisers exhibiting at NSC 2020
- **NSC Online Product Showcase:** Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

**Show Coverage**
National Safety Council Congress & Expo, October 5-7  
Indianapolis, IN

## NOV/DEC
**Ad close:** 10/23/20 • **Materials due:** 10/27/20

**Special Focus**
- 2020 OH&S New Product of the Year Winners  
- Vision Protection

**Feature Articles**
IH: Gas Detection  
PPE: Hand Protection, Protective Apparel, Hearing Protection  
Training: Fall Protection  
Plus: Lockout/Tagout, Facility Safety

**Value Adds**
For all half page or larger advertisers
- **Magazine:** Free Product Listing Product Spotlight for protective apparel and vision protection advertisers  
- **Website:** Free Product Listing Lockout/Tagout  
- **Website:** Free Product Listing Facility Safety
## Magazine Ad Specs

### Magazine Trim Size:
7 5/8 x 10 1/2 (all sizes are in inches)

<table>
<thead>
<tr>
<th>Type</th>
<th>Live</th>
<th>Trim</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 1/8 x 10</td>
<td>7 5/8 x 10 1/2</td>
<td>7 7/8 x 10 3/4</td>
</tr>
<tr>
<td>Spread</td>
<td>14 3/4 x 10</td>
<td>15 1/4 x 10 1/2</td>
<td>15 1/2 x 10 3/4</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>n/a</td>
<td>4 3/8 x 9 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>½ Horizontal</td>
<td>n/a</td>
<td>6 5/8 x 4 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>½ Island</td>
<td>n/a</td>
<td>4 3/8 x 6 5/8</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>n/a</td>
<td>3 1/4 x 9 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>n/a</td>
<td>2 1/8 x 9 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>n/a</td>
<td>4 3/8 x 4 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>n/a</td>
<td>3 1/4 x 4 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>n/a</td>
<td>2 1/8 x 4 3/4</td>
<td>n/a</td>
</tr>
</tbody>
</table>

All ads are to scale.

### Acceptable File Formats
PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

### Preparing native files for printable PDFs
- Multiple pages need to be submitted as single page files.
- Artwork must be CMYK, minimum 300 dpi.
- Files must be flattened (no layers or transparencies).
- Set bleeds 1/8” beyond trim.
- DO NOT use stylized fonts.
- Embed all fonts.
- Overall density of CMYK colors cannot exceed 300%.
- Set trim marks with a 12-point offset so the marks don’t overlap the bleed.

### Preparing native files for printable Illustrator EPS
- Artwork must be CMYK, minimum 300 dpi.
- Files must be flattened (no layers).
- Set bleeds 1/8” beyond trim.
- Fonts must be embedded or converted to outlines.
- Overall density of CMYK colors cannot exceed 300%.
- Set trim marks so they don’t overlap the bleed.

### Submitting Digital Files
Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

### Uploading to FTP
It’s important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

**Host:** ftp://ads.1105media.com  
**User ID:** 1105user  
**Password:** 1105pass  
**Directory:** /1105external/production/[magazine title]

**Tip:** You’ll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

1. To install, go to https://filezilla-project.org and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

### Proofs
If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction. Send proofs to: Production Coordinator  
OH&S, [issue date]  
1105 Media, Inc.  
6300 Canoga Avenue, Suite 1150  
Woodland Hills, CA 91367

### Additional Advertising Resources
https://1105media.com/pages/ad-specs
Online Opportunities

ohsonline.com

Occupational Health & Safety 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.

Monthly average pageviews on ohsonline.com: 523,790* (now up to 882,392**)
Monthly average users on ohsonline.com: 246,053* (now up to 388,490**)

Social Media

Social Media Leader

OH&S leads the way in social media with the largest monthly average of audited Twitter followers and Facebook likes of all audited safety media. Our December 2019 BPA statement shows:

28,403* Twitter followers (now over 30K**)
6,812* Facebook likes (now over 7,700**)
13,101* LinkedIn group members (now over 28K**)

Look for our numbers to grow even higher this year.

Sponsored Posts

Grow your business by sponsoring timely messages on our social media pages. With followers growing every day, OH&S social media is the place to get safety professionals seeing and talking about your brand.

Live From Virtual ASSP Safety 2020 & NSC 2020

Team up with OH&S to get your news and information out continuously before, during, and after key safety shows. Our popular social zone will feature aggregated content about and from the respective shows and our Live From sponsors.

Custom Media

Home Page Info Center

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.

Video Hosting

Stand out by allowing us to host your rich media/video on our website. Expand the reach of your video presentation and take advantage of the OH&S brand by placing your video on our website, thus reaching thousands of potential buyers for your products and services.

Whitepapers

Whitepaper listing includes title, company name, brief abstract, and link to whitepaper

Pop Quiz

Engage health & safety prospects in a fun way with an interactive 5-question quiz, promoted on our site with a 300x600 and 300x300 banner and through a 300x250 eNews banner.

Native Advertising

See next page for details.

Like us on Facebook: www.facebook.com/ohsmag
Follow us on Twitter: www.twitter.com/OccHealthSafety
Join our group on LinkedIn: www.linkedin.com/company/occupational-health-and-safety-magazine

* BPA Brand Report, December 2019
** Media Owner’s Own Data, April 2020
Native Advertising on ohsonline.com

Put Your Sponsored Content in Front of Thousands of Health & Safety Professionals

Now you can draw more attention to your brand by running sponsored content embedded in must-read ohsonline.com articles and on the home page!

Health & safety professionals rely on ohsonline.com to keep up with important industry news and trends. The Occupational Health & Safety website has a monthly average of 882,392 Pageviews.*

Your Sponsored Content box on the home page will link to your provided article PLUS a 728x90 leaderboard and 300x300 banner ad. Your sponsored content will also be included in eNewsletters sent during the time period of the Native Campaign.

A maximum of two positions are available, and topics are exclusive. Make sure one or both spots are yours.

Contact us for rates.

Native Ad Requirements:
• 1,000-2,000 word article
• High resolution article image greater than 1025px wide.
• 728X90 banner image with link
• 300X300 banner ad image with link
• Due dates are 5 business days or one week before live date.

Ask about adding additional banner ads on our site or in our eNewsletters for even more impact.

*Media Owner’s Own Data, April 2020
Live From Virtual ASSP Safety 2020 and NSC 2020

Get the Best Value for Your Show Investment
With Our Award-Winning Social Zone

Team up with Occupational Health & Safety to get your news and information out continuously before, during, and after Virtual ASSP Safety 2020 and NSC 2020. Whether events are live or virtual, OH&S provides the best way to get out your company messages. Our popular social zone will feature aggregated content about and from the show and our Live From sponsors.

Sponsor package includes:
• 728x90 leaderboard
• Wallpaper: (2) 152x600 banners in cohesive design
• Social media feeds featuring your posts, tweets from OH&S editors, show posts, and more!
• Promotion of social zone in OH&S eNews and on ohsonline.com
• Mention in OH&S articles and show eNews
• Use of Live From logo to promote sponsorship
• Social media posts from OH&S editors about your company, products and virtual booth*
• Company press releases/products listed on special Live From jump page
• Company videos hosted on Live From jump page as well as posted to OH&S social media platforms*
• Five-minute interview spot on OH&S SafetyPod Show News episode

OH&S currently has over 29K* Twitter followers and over 27K* LinkedIn followers!

Live From Dates:
• ASSP Safety 2020 - June 15 - July 3, 2020
• NSC 2020 - September 28 - October 16, 2020

Limited sponsorships per show available.

*Media Owner's Own Data

Live From is a winner of the Folio: Marketing Awards competition in the Use of Social Media category. These awards recognize the best in pioneering, inventive, and ultimately successful projects undertaken by the media industry’s most innovative marketing professionals.
eNewsletters

**Occupational Health & Safety**

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

**OH&S Spotlight**

Spotlight eNewsletters focus on specific categories and products and reach 65,000* safety buyers. Online feature package includes:
- Product listing within the Spotlight eNewsletter
- Product listing within New Products section of ohsonline.com
- Top banner also available

Reach more than 65,000* safety buyers twice a week!

**OH&S eView**

Send out your published OH&S article 2-3 weeks before it comes out in the magazine to generate early buzz and capture the attention of the industry. Or increase views of your own whitepaper with this extra way to promote it. Delivered to more than 65,000* safety buyers. Includes 468x60 top and bottom banners and a 300x300 banner.

Highlight your products and services!

**Sole-Sponsored eNewsletters or eBlasts**

Reserve all ad positions in a special edition of any of our OH&S eNewsletter to target your specific industry trend, technology or audience. Or let us send your document to our audience as an eBlast. Contact us for availability.

Give subscribers a sneak peek at your upcoming OH&S article or your latest whitepaper!

Make your brand the focus!

*Media Owner’s Own Data
Quarterly eNewsletters

Whitepaper Quarterly

Highlight your whitepapers four times a year in this eNewsletter. Distribution: 65,000* safety buyers
- Product listing within Whitepapers eNewsletter
- Product listing within Whitepapers section of ohsonline.com
- Top banner also available

March 17
June 11
September 17
December 10

Show your whitepapers to 65,000* safety buyers!

IH Quarterly

Promote your Industrial Hygiene products and services in this targeted eNewsletter, which is delivered to 30,000* industry professionals four times a year.

February 13
April 30
August 13
October 29

Target 30,000 IH professionals!

Construction Quarterly

Reach the construction market in this this targeted eNewsletter, which is delivered to 30,000* industry professionals four times a year.

March 26
June 26
September 3
November 17

New — Promote your products to 30,000* construction professionals!

*Media Owner’s Own Data
Trade Show eNewsletters

Drive Traffic and Get Exposure

Drive more traffic for your brand at the premier trade shows in the health, safety and hygiene industry, or get exposure at these shows even as a non-exhibitor!

The ASSP Safety 2020 Safety+ Show Update eNewsletter will be delivered to 65,000* safety buyers once before, once during, and once after the show. The NSC Show Update eNewsletter will be delivered to 65,000* safety buyers twice before the show, twice during the expo, and approximately one week after the show.

For extra exposure, add Pre-Show and Post-Show Spotlight eNewsletters to your NSC 2020 campaign. The product-focused eNewsletter will be sent approximately one week before and one week after the show.

Trade Show eNewsletters Dates

**ASSP Safety 2020**
June 16
June 23
June 30

**NSC 2020**
September 22
September 29
October 6
October 7
October 13

Trade Show eNewsletters Ad Sizes

- Top Banner - 468 x 60
- 160 x 120 (2 positions available)
- 180 x 300 Info Center (large right box)
- 160 x 600 Skyscraper
- Product Spots (image + text)

Trade Show Spotlight eNewsletters Dates

**NSC 2020**
- Pre-Show Spotlight
  - September 27
- Pre-Show Spotlight
  - October 11

Trade Show Spotlight eNewsletters Ad Sizes

- Top Banner - 468 x 60 (exclusive)
- Product Spot (150x150 + 40-60 words of text)

Positions will be allocated on a first-come, first-served basis, so reserve your spots today.

Contact us for rates.

*Media Owner’s Own Data
## eNews 2020 Editorial Calendar

### JANUARY

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<th>General OH&amp;S</th>
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<tr>
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<td>Spotlight - Oil &amp; Gas</td>
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<td>January 8</td>
<td>General OH&amp;S</td>
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<td>January 13</td>
<td>Hazard Communications</td>
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<td>January 15</td>
<td>General OH&amp;S</td>
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<td>General OH&amp;S</td>
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<tr>
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<td>Spotlight - Construction</td>
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<tr>
<td>January 23</td>
<td>General OH&amp;S</td>
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<tr>
<td>January 27</td>
<td>Training</td>
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### FEBRUARY

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<td>Respiratory Protection</td>
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### MARCH

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<tr>
<td>March 5</td>
<td>Spotlight - Protective Apparel</td>
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<tr>
<td>March 9</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 11</td>
<td>Fall Protection</td>
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<td>March 12</td>
<td>Spotlight - Summer Hazards/Heat Stress</td>
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<td>March 16</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 17</td>
<td>Whitepaper Quarterly</td>
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<td>March 18</td>
<td>General OH&amp;S</td>
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<td>March 23</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 24</td>
<td>Spotlight - Oil/Gas</td>
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<td>March 25</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 26</td>
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### APRIL

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<td>April 6</td>
<td>PPE: Hand Protection</td>
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<tr>
<td>April 8</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>April 9</td>
<td>Spotlight - Noise Monitoring</td>
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<tr>
<td>April 13</td>
<td>General OH&amp;S</td>
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<tr>
<td>April 15</td>
<td>General OH&amp;S</td>
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<td>April 23</td>
<td>Spotlight - Foot Protection</td>
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### MAY

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<td>General OH&amp;S</td>
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<tr>
<td>May 7</td>
<td>Spotlight - Stand-down</td>
</tr>
<tr>
<td>May 11</td>
<td>Training</td>
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<td>General OH&amp;S</td>
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<td>General OH&amp;S</td>
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<tr>
<td>May 21</td>
<td>Spotlight - Emergency Showers &amp; Eyewash</td>
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<td>May 26</td>
<td>General OH&amp;S</td>
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### JUNE

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<td>Spotlight - Respiratory Protection</td>
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<td>June 9</td>
<td>Spotlight - Industrial Hygiene</td>
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<td>June 10</td>
<td>Chemical Safety</td>
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<td>Whitepaper Quarterly</td>
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<td>Spotlight - Incentives</td>
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<td>General OH&amp;S</td>
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<tr>
<td>June 30</td>
<td>Spotlight - Noise Monitoring</td>
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## Special Focus Editions

- Special Focus Editions are noted in the calendar with the title "SPECIAL FOCUS."
# eNews 2020 Editorial Calendar

## EDITION SPECIAL FOCUS

### JULY

<table>
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<tr>
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<td>PPE: Fall Protection</td>
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<td>July 9</td>
<td>Spotlight - Construction Safety</td>
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<td>General OH&amp;S</td>
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<td>General OH&amp;S</td>
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<td>Spotlight - Facility Safety</td>
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### AUGUST

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<td>August 19</td>
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<td>August 20</td>
<td>Spotlight - Protective Apparel</td>
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### SEPTEMBER

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<td>General OH&amp;S</td>
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<td>September 10</td>
<td>Spotlight - Electrical Safety</td>
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<td>September 14</td>
<td>General OH&amp;S</td>
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<td>September 16</td>
<td>General OH&amp;S</td>
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<td>Whitepaper Quarterly</td>
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<td>Emergency Showers/Eyewash</td>
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<td>September 24</td>
<td>Spotlight - Incentives</td>
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<td>September 28</td>
<td>General OH&amp;S</td>
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<td>General OH&amp;S</td>
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<tr>
<td>October 8</td>
<td>Spotlight - Fire Safety</td>
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<td>October 12</td>
<td>Facility Safety</td>
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<td>General OH&amp;S</td>
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<td>Spotlight - Vision Protection</td>
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<td>Hazard Communications</td>
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<td>IH Quarterly</td>
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### NOVEMBER

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<td>November 5</td>
<td>Spotlight - Respiratory Protection</td>
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<td>PPE</td>
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<td>November 12</td>
<td>General OH&amp;S</td>
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<td>General OH&amp;S</td>
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<td>Spotlight - Facility Safety</td>
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<td>November 30</td>
<td>Fall Protection</td>
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### DECEMBER

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<td>December 2</td>
<td>General OH&amp;S</td>
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<tr>
<td>December 3</td>
<td>Spotlight - Oil/Gas</td>
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<td>December 7</td>
<td>OH&amp;S New Product of the Year Winners</td>
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<td>December 9</td>
<td>General OH&amp;S</td>
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<td>December 10</td>
<td>Whitepaper Quarterly</td>
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<td>December 16</td>
<td>General OH&amp;S</td>
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<td>December 17</td>
<td>Spotlight - Protective Apparel</td>
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<td>Hazmat</td>
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<td>December 23</td>
<td>General OH&amp;S</td>
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</table>
Webinars

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.

Vendor Webinars
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 ask presenters questions. You provide the speaker, the topic, and the presentation and collect all the leads.

Editorial Webinars
In addition to single-sponsored customer-supplied webinars, OH&S offers the opportunity for companies to co-sponsor 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. Plus, the webinar is promoted in the very same fashion as a sole-sponsored webinar.

Sponsorship
- Registration development and collection
- Comprehensive event promotion on our websites and through social media
- Logo and sponsorship acknowledged in promotions to 65,000* targeted OH&S eNews subscribers
- Reminder eMails 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
- Q&A at the end of the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

Planned 2020 editorial webinars include:
- Electrical Safety/Arc Flash
- Oil & Gas
- Fall Protection
- Combustible Dust
- Construction
- Vision Protection
- Disaster Preparedness
- Confined Spaces
- Hearing Protection
- Hazard Communication
- Respiratory
- Utilities
- Workplace Drug Hazards
- Safety Leadership

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

*Media Owner’s Own Data

I have done webinars for over 10 magazines and groups, and Occupational Health & Safety gets the best turnout by more than a 10 to 1 margin. My OH&S webinar leads are high quality, and the audience questions are on point and engaged. Thanks for all you guys do for safety.
—Hugh Hoagland, Managing Partner of e-Hazard Management LLC and President of ArcWear Inc.
**OH&S SafetyPod**

**An exciting new way to promote your business**

OH&S SafetyPod creates a marketing experience for your company and offers an insider’s view into the safety industry. Each podcast will feature a 20- to 30-minute conversation with Editor Sydny Shepard and an industry expert on a specific topic.

Topics can include fall protection, industrial hygiene, safety culture and leadership, personal protection equipment, hazard communication and more. Sponsors of the podcast are mentioned at the beginning and end of the podcast, and a brief company marketing message is included in the episode.

OH&S SafetyPods are marketed to our OH&S database, promoted on our website and social media platforms as well as featured on Apple Podcasts, Google Podcasts and Stitcher.

**Vendor Podcast Sponsorship**

- Sole sponsorship of a podcast produced specifically for your company
- Sponsor named at beginning and end of podcast
- 30-second ad copy read in middle of podcast
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast

**Topical Podcast Sponsorship** Limited to 2 sponsors

- Your company name mentioned at beginning and end of podcast
- 30-second ad copy read in middle of podcast

**Added Value for Podcast Sponsors**

- Mention in article about podcast being sponsored
- Mention in social media promotions
- Inclusion in promotional eBlast to OH&S subscribers

**The OH&S Audience Wants Podcasts**

We have reached out to our OH&S audience, and 98%* of respondents said they would listen to an OH&S podcast. Of these respondents, 84%* already listen to podcasts.

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*Media Owner’s Own Data

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**Planned 2020 Topical Podcasts**

- **January** – Combustible Dust
- **February** – Hand Protection **SOLD!**
- **March** – Fall Protection
- **April** – Electrical Safety
- **May** – AIHce Show News **SOLD!**
- **June** – ASSP Show News **SOLD!**
- **July** – HazCom
- **August** – Hearing Protection **SOLD!**
- **September** – Confined Spaces **SOLD!**
- **October** – NSC Show News
- **November** – Respiratory
- **December** – Construction

**Coronavirus Series**

**2020 Vendor Podcast Availability** Limited to 1 per month

- **March** **SOLD!**
- **April** **SOLD!**
- **May** **SOLD!**
- **June** **SOLD!**
- **July** **SOLD!**
- **August** **SOLD!**
- **September** **SOLD!**
- **October** **SOLD!**
- **November** **SOLD!**
- **December**

Inquire about additional opportunities.
Online Ad Options

ohsonline.com 882,392* average page views per month

Run of Site (ROS) Banners
• 728 x 90 Leaderboard—8 sponsors
• 300 x 250 Rectangle—6 sponsors
• 300 x 600 Super Skyscraper—4 sponsors
• 468 x 60 Banner—6 sponsors
• 300 x 90 Button—6 sponsors
• Wallpaper—4 sponsors
• (2) 152x600 banners in cohesive design
If supplying 2 different images, include “left” and “right” in file names.

Home Page Banners
• Home Page Product Showcase Sponsorship (6 max.) Includes new product 150x150 image, 60-80 word description.
• Video Hosting (home page & listed as top video in our video library)
• 728 x 90 Leaderboard—8 sponsors
• 300 x 300 Square—6 sponsors
• 468 x 60 Banner—6 sponsors
• 300 x 90 Button—6 sponsors

Specialty Options
• Home Page Info Center (up to 300 x 400)
• Dog Ear/Peel Back: 6 months or more
• Hot Topic Area Sponsorship (exclusive to one advertiser)
• 468 x 60 on topic main page
• 970 x 90 Pushdown Ad (50K max file size)
Hover Over Expansion Dimensions: 970 x 415 (max file size 200K). Option to provide 300 x 50 to serve smaller mobile devices
• Whitepaper or Vendor Library Hosting
• Pop Quiz: 300 x 600 and 300 x 300 website banners and 300 x 250 eNews 0.05 inner
• Social Media Posts: Facebook, Twitter, & LinkedIn

Live From
• Sponsorship
• Mini Live From
• Custom Live From

eNewsletters

Occupational Health & Safety eNews  Circulation 65,000*, 2x/week
• New Product Spot
• 300 x 250 eNews Info Center
• 300 x 250 Large Right Box
• 468 x 60 Banner Ad
• 300 x 300 Square
• Sponsor
• Sole-Sponsored eNewsletter
• Custom content eNewsletter (with or without video)

Spotlight eNews  Circulation 65,000*
• Top Banner
• 150 x 150 product image, 40-60 word description

Whitepaper Quarterly eNews Multi-sponsorship opportunity. Circulation 65,000*
• Top Banner (exclusive)
• Up to 8 sponsors: 150 x 150 image, 50-60 word description, URL

OH&S E-View  Circulation 65,000*
• Single Issue Exclusive Sponsorship
• Requires a non-biased article submission. Includes top banner and 300 x 300 banner

IH Quarterly and Construction Quarterly eNews  Circulation 30,000*
• New Product Spot
• 300 x 250 eNews Info Center
• 300 x 250 Large Right Box
• 468 x 60 Banner Ad
• 300 x 300 Square
• Sponsor
• Single Issue Exclusive Sponsorship

ISEA Quarterly eNews  Circulation 65,000*
• New Product Spot
• 300 x 250 eNews Info Center
• 300 x 250 Large Right Box
• 468 x 60 Banner Ad
• 300 x 300 Square
• Sponsor
• Single Issue Exclusive Sponsorship

Trade Show eNews
• Top Banner - 468 x 60
• 160 x 120 (2 positions available)
• 180 x 300 Info Center (large right box)
• 160 x 600 Skyscraper
• New Product Spot
• Single Issue Exclusive Sponsorship

Contact us for pricing.

*Media Owner’s Own Data
Website Banner Ad Specs

1105 Media Ad Serving Platform is Google Ad Manager 360
(formerly DFP Premium)

Standard Image Files
Acceptable files include PNG, JPG, GIF (includes animated GIF). Maximum file size 80K.

Click-thru URL advertisers are responsible for maintaining a working URL, which must be supplied with image file. Click rates are not guaranteed.

HTML5
Acceptable up to 100K
Ad design and development guidance can be found here: https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/

Third-party ad serving
We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system. DoubleClick DFP. 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

Placement
Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

Special banner specifications
- Initial Load: The file size should be maximum 80K.
- Subsequent Load: The file size should be between 70-80K.
- Number of Subsequent Loads: 1-2
- In-banner Video: We can accommodate as long as it fits into the max 80K file size.
- Special Frame Requirements: None, but must follow our specs & file size.
- Max Animation Time: 10-15 seconds
- FPS (frames per second): 20-25 (max 30)
- Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
- Max Uninitiated Video Length: None if it fits into max 80K file size
- Concurrent Video/Animation: 25-30 seconds
- Audio Initiation After Expansion: User controlled with click
- Expandable Hotspot Limitation: No limitations

Please submit materials to Francisco Arreola at farreola@1105media.com. Phone: 818-814-5389

All website and eNews creative is due 5 business days prior to launch.

eNews Banner Ad Specs

Banner Sponsorship - 40K maximum file size
eNews Info Center - 300x250
Large Right Box - 300x250
Large Square - 300x300
Top - 468x60
Bottom - 468x60
Click-thru URL

New Product - 40K maximum file size
150x150 image (.jpg or .gif), Headline: 55 characters max,
Body text: 40-60 words, Click-thru URL

Headline
55 characters max, including spaces. If no headline is provided, the company name will show, as listed on the insertion order.

Click-thru URL
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.
URL should be limited to 250 characters.

Acceptable Files
Static GIF or JPG files
Integrated Marketing Services

Inserts/Outserts
Inserts and outserts 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 the outsert is polybagged with it. Overruns are provided for your organization.

Belly Bands/Cover Tips
Make your brand the first thing OH&S readers see by advertising your brand on a belly band or cover tip. Double the impact and direct readers inside the magazine issue for more information on your brand.

Classifieds
What better way to evaluate your ad than to survey the actual buyers or specifiers for your goods and services? Throughout the year, OH&S sponsors independent ad readership studies 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.

Industry Directory
Give your customers easy access to your safety solutions with the OH&S online industry directory. Safety professionals turn to the OH&S website for the latest industry news, products, and services. Make sure your product or service is part of what they see. Add your company to the OH&S Industry Directory at buyersguide.ohsonline.com. For extra impact, upgrade with a Top Product listing, banner ad, and more. For more information or to place a listing, call MediaBrains at 866-627-2467.

Research Opportunities
Enlist OH&S to handle your next industry survey. From simple to expanded, we offer a variety of ways to collect research. Ask your Integrated Media Consultant how you can use our database of health and safety professionals to provide the information you need.

List Rental
The OH&S subscriber mailing list is available for rental. To view our datacards, please visit www.meritdirect.com/1105. For more information, contact Elizabeth Jackson at ejackson@meritdirect.com or 847-492-1350, x318.

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), ePrints, plaques and posters contact PARS International at 1105reprints@parsintl.com or 212-221-9595.

Career Network
What better place to post your job openings than on leading industry website ohsonline.com. For more information, visit careers.ohsonline.com.
CONTACT US

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818-814-5371

Online Materials
Francisco Arreola
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