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.

Your Partner in Lead Generation and Branding

Occupational Health & Safety
**Circulation That Counts**

- *average number of attendees at OH&S editorial webinars: 800+**
- *pageviews per year on ohsonline.com: 8,156,000+**
- *eNewsletters sent each month: 975,000**

**Online Statistics**

- *Twitter followers: over 32,800**
- *Facebook followers: over 8,600**
- *LinkedIn group members: over 62,300**

- *monthly average pageviews on ohsonline.com: 574,367*
- *OH&S eNewsletters sent per year: 11,700,000+**
- *OH&S webinar registrants per year: 3700+**

**Magazine Buying Responsibility**

- **Emergency Response**
  - 20,290
- **Environmental Compliance**
  - 20,235
- **Ergonomics**
  - 19,596
- **Fire Protection**
  - 19,641
- **Industrial Hygiene**
  - 20,026
- **Occupational Health**
  - 21,553
- **Safety Equipment**
  - 29,027
- **Security**
  - 17,872
- **Software**
  - 17,463
- **Training**
  - 24,346

*OH&S reaches 78,549* subscribers and 37,799* buyers and specifiers!

**Business/Industry**

- **Service Industries**
  - 11,992
- **Industrial/Manufacturing**
  - 54,723
- **Government**
  - 10,842
- **Others allied to field**
  - 992

*BPA Brand Report, June 2021
**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
    - Regular 20- to 30-minute podcasts featuring a conversation with OH&S Editor Sydny Shepard and an industry expert on a safety topic plus weekly Safety Speak mini episodes
    - Limited sponsorship opportunities
  • OH&S New Product of the Year Awards
    - Winners coverage in November/December 2021
  • OH&S Industrial Hygiene Awards NEW!
    - Winners coverage in May 2021
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 January/February 2020 mediaView report, 84% of OH&S magazine subscribers rate it important, very important, or a personal favorite!

What OH&S Subscribers Are Saying*

“[I read OH&S because it covers many aspects of the profession. Sometimes it is a reinforcement of what I am doing and other times it is a different perspective in the approach.”
— H&S Manager

“[I read OH&S to] keep up with industry-related products and programs.”
— Director Product Management

“Keeps me current and I can see new products and information.”
— Owner

“[OH&S] backs me up when informing upper management on OSHA requirements, updates, and safety initiatives.”
— Operations Coordinator

“[OH&S] goes a long way in reminding me of changes in the safety/health technology — articles I can point to when I show others what we should be doing to keep ahead of the competition.”
— Safety Environment Supervisor

“Occupational Health & Safety supports my professional interests by publishing articles about new safety ideas and products.”
— Safety Coordinator

“My company purchased over 100 of these devices [advertised in OH&S] in a national safety improvement action item.”
— Hseq Specialist

“To see what’s happening around other sites and new ideas and approaches to managing safe work operations. After 40 years of health and safety and now working as a consultant, it is important to keep up on the latest trends and your magazine does a great job of that.”
— Health & Safety Consultant

“To keep up with the latest safety news, trends, and equipment.”
— Safety Director

“[I read OH&S for] updates, information and new approaches and resources for products.”
— Health & Safety Consultant

*Baxter Research, 2020 mediaView Quarterly Report
2021 Editorial Calendar

**JAN/FEB**
Ad close: 1/4/21 • Materials due: 1/6/21

**Special Focus**
Construction Safety

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

**Value Adds**
For all half page or larger advertisers
- Magazine: Free Product Listing
  Product Spotlight for construction safety and hand protection advertisers
- Website: Free Product Listing
  Respiratory Protection
  Emergency Showers & Eyewash

**MAR**
Ad close: 1/21/21 • Materials due: 1/25/21

**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, Employee Testing

**Value Adds**
For all half page or larger advertisers
- Research: Ad Readership Study
- 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: 3/1/21 • Materials due: 3/2/21

**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 foot protection and fire safety advertisers
- Website: Free Product Listing
  Incentives
  Electrical Safety
2021 Editorial Calendar

**MAY**

- **Ad close:** 3/29/21  •  **Materials due:** 3/31/21

- **Special Focus**
  Industrial Hygiene

- **Feature Articles**
  PPE: Respiratory Protection, Hand Protection
  Training: Confined Spaces
  Plus: Combustible Dust, Emergency Showers & Eyewash, Wearable Devices

- **Value Adds**
  For all half page or larger advertisers
  • Magazine: Free Product Listing
    Product Spotlight for industrial hygiene and emergency showers & eyewash advertisers
  • Website: Free Product Listing
    Confined Spaces
    IH New Products

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

**JUNE**

- **Ad close:** 4/28/21  •  **Materials due:** 4/28/21

- **June Product Launch Issue**

- **Special Focus**
  Product Launch

- **Feature Articles**
  IH: Noise Monitoring
  PPE: Protective Apparel, Vision Protection, Fall Protection
  Training: Electrical Safety
  Plus: Defibrillators & CPR, Oil & Gas, Heat Stress, Employee Testing

- **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
    New Products

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

**JULY/AUG**

- **Ad close:** 6/25/21  •  **Materials due:** 6/29/21

- **July/August Issue**

- **Special Focus**
  Construction Safety

- **Feature Articles**
  IH: Confined Spaces
  PPE: Respiratory Protection, Hand Protection, Head & Face 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 2021
  • Company Profile: same size as ad in July/August 2021 issue
# 2021 Editorial Calendar

**SEPT**

Ad close: 7/29/21 • Materials due: 7/29/21

**Special Focus**
Industrial Hygiene

**Feature Articles**
- PPE: Construction, Electrical Safety
- Training: Chemical Safety
- Plus: Wearable Devices, Winter Hazards, Combustible Dust

**Value Adds**
For all half page or larger advertisers
- Research: Ad Readership Study
- Magazine: Free Product Listing
- Website: Free Product Listing Emergency Showers & Eyewash

**Show Coverage/Bonus Distribution***
ASSP Safety 2021, September 13-15, Austin, TX

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**OCT**

Ad close: 8/27/21 • Materials due: 8/31/21

**OCTOBER PRODUCT LAUNCH**

**Special Section**
Product Launch

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

**Value Adds**
For all half page or larger advertisers
- Magazine: Free Product Listing
- Website: Free Product Listing

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

**Show Coverage/Bonus Distribution***
NSC Congress & Expo, October 11-13, Orlando, FL

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**NOV/DEC**

Ad close: 10/21/21 • Materials due: 10/25/21

**Special Focus**
- 2021 OH&S New Product of the Year Winners
- OSHA Top 10

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

**Value Adds**
For all half page or larger advertisers
- Magazine: Free Product Listing
- Website: Free Product Listing

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*If event occurs in-person
### Magazine Ad Specs

**Magazine Trim Size:** 7 5/8 x 10 ½ (all sizes are in inches)

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<thead>
<tr>
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<th>Live</th>
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<tbody>
<tr>
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<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>
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<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>
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<td>½ Island</td>
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<td>1/2 Vertical</td>
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<td>n/a</td>
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<td>1/3 Vertical</td>
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<td>2 1/8 x 9 3/4</td>
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<td>1/3 Square</td>
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<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 styled 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:

### FileZilla Instructions

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 laser print 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:
574,367*

Monthly average users on ohsonline.com:
255,911*

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.

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 2020 BPA statement shows:

32,507* Twitter followers (now over 32,800**)
7,561* Facebook likes (now over 8,600**)
59,511* LinkedIn group members (now over 62,300**)

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 ASSP Safety 2021 & NSC 2021

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.

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, June 2021
** Media Owner’s Own Data, August 2021
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 574,367 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.

*BPA Brand Report, June 2021
Live From ASSP Safety 2021 and NSC 2021

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 key safety shows. Our popular social zone will feature aggregated content about and from the respective shows 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
• Booth sign promoting your sponsorship
• Live reporting and videos from your booth
• Ability to go “live” on Facebook Live or Twitter
• Posts from OH&S editors about your company, products and booth, including posts during the show.

OH&S currently has over 32,800* Twitter followers, over 8,600* Facebook followers, and over 62,300* LinkedIn followers!

Also available:
• Mini Live From — up to 10 sponsored posts while Live From page is live
• Custom Live From — Ask us about special coverage at other safety events

Live From Dates:
• ASSP Safety 2021, September 1 - 30, 2021
• NSC 2021, October 1 - October 30, 2021

Limited sponsorships per show available.

*Media Owner’s Own Data
Product Launch 2021

Spring and Fall

Make sure the largest audience of safety professionals learns about your new products and services by taking advantage of this special print and online event!

Can’t travel to show off your new products face-to-face? Looking for ways to increase your visibility? OH&S has the forum you need! With our large selection of media formats, you can promote your offerings to a much larger audience without the cost of traveling — whether or not you also plan to exhibit at trade shows. Select from one of our special packages, or choose specific media to suit your needs. **Space is limited, so reserve your positions today!**

**OH&S Magazine - June or October**
Don’t miss launching your products this spring or fall! Advertise in our June or October issue and receive an Online Product Showcase spot including photo, brief description, and company name, which will reside on ohsonline.com for six weeks.

**Product Launch Spotlight eNewsletters**
- **Spring** - May 30 & June 27
- **Fall** - October 3 & 17
Introduce your products to our audience of more than 65,000* safety professionals. Receive leads from safety buyers with contact name, address and phone number.

**OH&S Social Media**
Maintain a social relationship with your buyers through our social media outlets. We’ll post your message to our LinkedIn, Twitter, or Facebook accounts to keep you connected.

*Media Owner’s Own Data

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**Maximize Your Reach With Our Special Product Launch Packages**

**Premium Product Launch Package**
- Full page magazine ad in June or October **OH&S Magazine**
- (2) spots in Spring or Fall Product Launch eNewsletters
- (10) social media posts (June or October, 2021)

**Deluxe Product Launch Package**
- Full page magazine ad in June or October **OH&S Magazine**
- (1) spot in Spring or Fall Product Launch eNewsletters
- (5) social media posts (June or October, 2021)
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

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.

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.

*Media Owner’s Own Data
# Quarterly eNewsletters

<table>
<thead>
<tr>
<th>Whitepaper Quarterly</th>
<th>IH Quarterly</th>
<th>Construction Quarterly</th>
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</thead>
<tbody>
<tr>
<td><em><em>Highlight your whitepapers four times a year in this eNewsletter. Distribution: 65,000</em> safety buyers</em>*</td>
<td><em><em>Promote your Industrial Hygiene products and services in this targeted eNewsletter, which is delivered to 30,000</em> industry professionals four times a year.</em>*</td>
<td><em><em>Reach the construction market in this targeted eNewsletter, which is delivered to 30,000</em> industry professionals four times a year.</em>*</td>
</tr>
<tr>
<td>• Product listing within Whitepapers eNewsletter</td>
<td><strong>February 11</strong>&lt;br&gt;<strong>April 29</strong>&lt;br&gt;<strong>August 12</strong>&lt;br&gt;<strong>October 28</strong></td>
<td><strong>March 25</strong>&lt;br&gt;<strong>June 24</strong>&lt;br&gt;<strong>September 2</strong>&lt;br&gt;<strong>November 16</strong></td>
</tr>
<tr>
<td>• Product listing within Whitepapers section of ohsonline.com</td>
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<tr>
<td>• Top banner also available</td>
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<td><strong>March 18</strong>&lt;br&gt;<strong>June 15</strong>&lt;br&gt;<strong>September 16</strong>&lt;br&gt;<strong>December 9</strong></td>
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| **Show your whitepapers to 65,000* safety buyers!** | **Target 30,000* IH professionals!** | **New — Promote your products to 30,000* construction professionals!** |

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*Media Owner’s Own Data*
Trade Show eNewsletters

Drive Traffic and Get Exposure

Drive more traffic to your booth 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 2021 and 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. The VPPPA Safety+ Show Update eNewsletter will be delivered to 65,000* safety buyers once before, once during, and once after the show.

For extra exposure, add Pre-Show and Post-Show Spotlight eNewsletters to your ASSP Safety 2021 and NSC 2021 campaigns. The product-focused eNewsletter will be sent approximately one week before and one week after the show.

Trade Show eNewsletters Dates

<table>
<thead>
<tr>
<th>VPPPA Safety+ 2021</th>
<th>NSC 2021</th>
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<table>
<thead>
<tr>
<th>Trade Show Spotlight eNewsletters Dates</th>
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<tbody>
<tr>
<td>ASSP Safety 2021</td>
</tr>
<tr>
<td>• Pre-Show Spotlight September 5</td>
</tr>
<tr>
<td>• Post-Show Spotlight September 19</td>
</tr>
<tr>
<td>NSC 2021</td>
</tr>
<tr>
<td>• Pre-Show Spotlight October 3</td>
</tr>
<tr>
<td>• Post-Show Spotlight October 17</td>
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</tbody>
</table>

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 2021 Editorial Calendar

## January
- **January 4**: General OH&S
- **January 6**: General OH&S
- **January 11**: Hazard Communications
- **January 12**: Spotlight - Oil & Gas
- **January 13**: General OH&S
- **January 19**: General OH&S
- **January 20**: Training
- **January 25**: General OH&S
- **January 26**: Spotlight - Construction
- **January 27**: General OH&S

## February
- **February 1**: General OH&S
- **February 3**: Vision Protection
- **February 4**: Spotlight - Defibrillators & CPR
- **February 8**: General OH&S
- **February 10**: General OH&S
- **February 11**: IH Quarterly
- **February 16**: General OH&S
- **February 17**: General OH&S
- **February 18**: Spotlight - Chemical Safety
- **February 22**: Respiratory Protection
- **February 24**: General OH&S

## March
- **March 1**: PPE
- **March 3**: General OH&S
- **March 4**: Spotlight - Protective Apparel
- **March 8**: General OH&S
- **March 10**: Fall Protection
- **March 11**: Spotlight - Summer Hazards/Heat Stress
- **March 15**: General OH&S
- **March 17**: General OH&S
- **March 18**: Whitepaper Quarterly
- **March 22**: General OH&S
- **March 23**: Spotlight - Oil/Gas
- **March 24**: General OH&S
- **March 25**: Construction Quarterly
- **March 29**: General OH&S
- **March 31**: General OH&S

## April
- **April 5**: General OH&S
- **April 7**: PPE: Hand Protection
- **April 12**: General OH&S
- **April 13**: Spotlight - Noise Monitoring
- **April 14**: General OH&S
- **April 19**: General OH&S
- **April 21**: Facility Safety
- **April 26**: General OH&S
- **April 28**: Spotlight - Foot Protection
- **April 29**: IH Quarterly

## May
- **May 3**: General OH&S
- **May 4**: Spotlight - Stand-Down
- **May 5**: General OH&S
- **May 10**: Training
- **May 12**: General OH&S
- **May 17**: General OH&S
- **May 19**: General OH&S
- **May 20**: Spotlight - Emergency Showers & Eyewash
- **May 24**: General OH&S
- **May 26**: General OH&S
- **May 27**: Spotlight - Respiratory Protection
- **May 30**: Spotlight - Product Launch

## June
- **June 1**: General OH&S
- **June 2**: General OH&S
- **June 3**: Spotlight - Industrial Hygiene
- **June 7**: General OH&S
- **June 9**: General OH&S
- **June 14**: Chemical Safety
- **June 15**: Whitepaper Quarterly
- **June 16**: General OH&S
- **June 21**: General OH&S
- **June 22**: Spotlight - Incentives
- **June 23**: General OH&S
- **June 24**: Construction Quarterly
- **June 27**: Spotlight - Product Launch
- **June 28**: General OH&S
- **June 29**: Spotlight - Noise Launch
- **June 30**: General OH&S
# eNews 2021 Editorial Calendar

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<th>EDITION</th>
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<td>JULY</td>
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<td>July 5</td>
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<td>Spotlight - Facility Safety</td>
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<td>Spotlight - Oil/Gas</td>
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<td>December 6</td>
<td>OH&amp;S New Product of the Year Winners</td>
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<td>Hazmat</td>
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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

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

Planned 2021 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
• Infectious Disease Control
• Industrial Hygiene
• Indoor Air Quality
• Wearable Devices
• Employee Testing
• OSHA Top 10
• COVID-19
• Distribution Center Safety

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 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 features a 20- to 30-minute conversation with Editor Sydny Shepard and an industry expert on a specific topic.

Topics include fall protection, industrial hygiene, 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, Stitcher, and Spotify.

Vendor Podcast Sponsorship

• Sole sponsorship of a podcast produced specifically for your company
• Sponsor named at beginning and end of podcast
• 60-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 during the 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

New! OH&S Safety Speak Limited to 1 sponsor per month

Weekly mini episodes covering top headlines, new industry information and more
• 30-second ad copy read during the episode

The OH&S Audience Listens to SafetyPod

82%* of OH&S SafetyPod listeners have taken the time to subscribe to the podcast on their preferred platform!

Planned 2021 Topical Podcasts

January – Combustible Dust  SOLD!
February – Foot Protection  SOLD!
March – Fall Protection
April – Electrical Safety
May – Wearable Devices
June – Emergency Eyewash & Showers  SOLD!
July – Hazard Communication  SOLD!
September – Confined Spaces
October – Employee Testing  SOLD!
November – Respiratory Protection
December – Construction Safety

2021 Vendor Podcast Availability  Limited opportunities

January
February  SOLD!
March  SOLD!
April  SOLD!
May  SOLD!
June  SOLD!
July  SOLD!
August  SOLD!
September  SOLD!
October  SOLD!
November
December

Inquire about additional opportunities.

*Media Owner’s Own Data
**Online Ad Options**

**ohsonline.com** 574,367* 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 siz)
- 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

**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

**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.

*BPA Brand Report, June 2021
**Media Owner’s Own Date
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

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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**
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

**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

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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.
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.

**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 212-221-9695.

**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 meritdirect.com/1105. For more information, contact Marie Briganti at 914-368-1023 or mbriganti@meritdirect.com.

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

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

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