



MEDIA PLANNER

Media for Safety Professionals

Digital Media | Webinars | Podcasts
Magazine | Custom Publishing | Research



2022

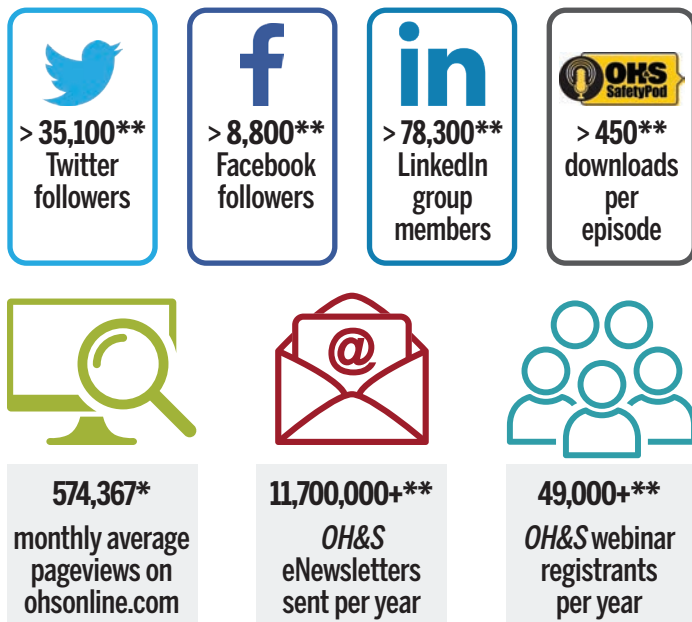


Your Partner in Lead Generation and Branding

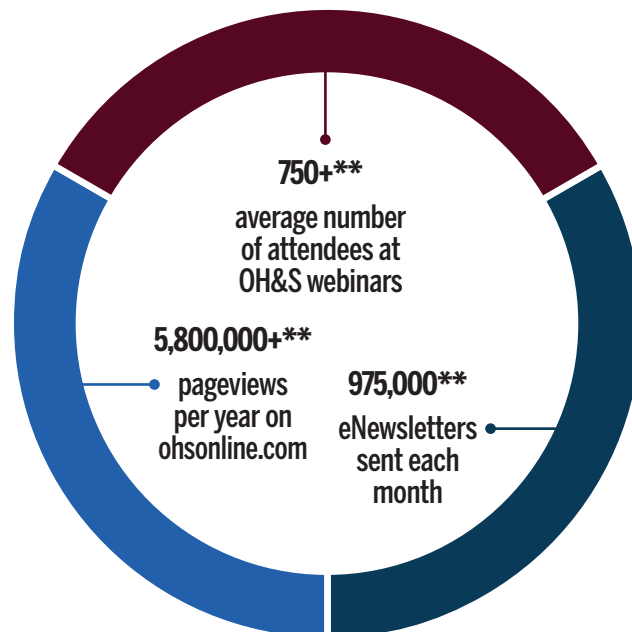
Occupational Health & Safety has been an industry leader since 1932 and continues to provide an effective collection of media outlets for promoting your health and safety products and services. In addition to providing the best coverage on niche health & safety issues, we focus on the industry triad: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



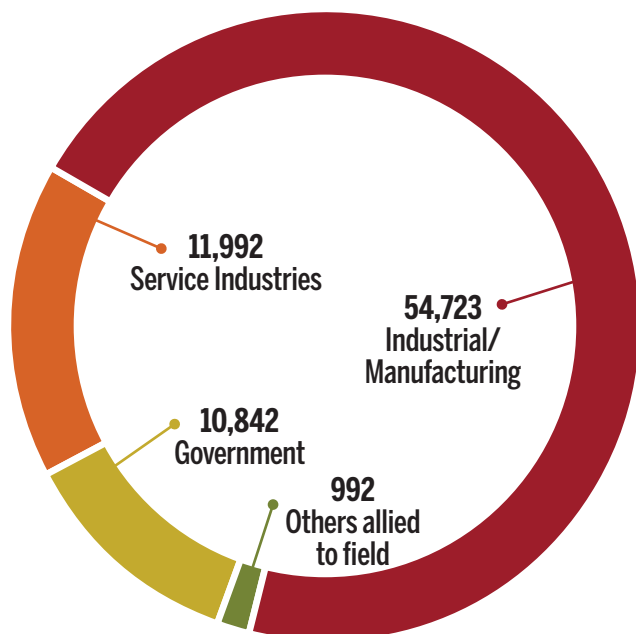
Online Statistics



Circulation That Counts



Business/Industry *



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!

*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

The digital edition of *OH&S* magazine won an Ozzies Digital Award in the Folio: Eddie and Ozzie Awards for B-to-B App/Digital Edition/Standalone Digital Magazine. In addition, *OH&S* received Honorable Mention Folio: Eddie and Ozzie Awards for B-to-B Full Issue - Construction/Manufacturing (Eddies) and B-to-B Site Design for ohsonline.com (Ozzies).

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

Audited, High-Quality Circulation

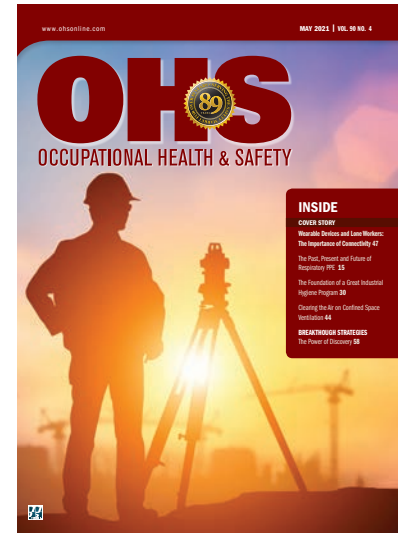
OH&S subscribers are as diverse as the marketplace, with circulation in manufacturing plants and extensive reach in service industries. *OH&S* subscribers are qualified based on industry and purchasing influence to assure you high-quality circulation. *OH&S* is a member of BPA Worldwide. To review *OH&S'* 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 Sydney 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**
 - 2022 winners coverage in November/December 2022
- ***OH&S* Industrial Hygiene Awards**
 - 2022 winners coverage in May 2022
- **Toolbox Talks *New in OH&S* magazine!**
 - Sponsored monthly column
 - Sponsors receive 1/3 vertical ad next to column + banner in related eNews



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 September 2021 adViewPro report, 81% of *OH&S* magazine subscribers rate it important, very important, or a personal favorite!

What *OH&S* Subscribers Are Saying*

“ I find the articles interesting to read, and I do like browsing for any new products that can help serve my employees.
—EHS Associate

“ [I read *OH&S* for] tips and advice on changing safety cultures, how to engage the leadership team, and new products that make the jobs more efficient/effective/safer.
— Safety Director

“ [*OH&S*] has some great insights within the industry. It is one of many sources I use to stay in front of the issues.
—Health and Safety Manager

“ It is a good way to stay up-to-date with the latest changes in the field of safety. I am always interested in seeing what new products are available. It is my responsibility to keep my team members safe.
—HR Manager

“ [*OH&S*] provides great information on industry standards and key changes. It also provides key data to consider and compare against what we currently have in place across our worksites to ensure we have what's needed and where we may need to improve.
—Safety Specialist

“ As a safety professional, keeping up with current events is very important to me, and I am continuously looking for new ways to better our safety program. *OH&S* provides good information on current products and insights on ways to continuously improve our programs.
—Safety and Compliance Coordinator

“ *Occupational Health & Safety* alerts me to new trends in the construction industry. I also get to see new products and innovative safety measures, all of which could be implemented at my company.
—Field Engineer

“ The magazine helps me keep up with trends, see how other companies are managing hazards at their work, and learn what new technology is available.
—Safety Director



*Baxter Research, 2021 adViewPro Reports

2022 Print & Digital Magazine Editorial Calendar

JAN/FEB

Ad close: 1/5/22 • Materials due: 1/7/22

Special Focus

Oil & Gas

Feature Articles

IH: Chemical Safety

PPE: Foot Protection, Respiratory Protection, Hand Protection

Training: Software

Plus: Facility Safety, Emergency Showers & Eyewash, Combustible Dust

Value Adds

Free half page or larger advertisers

- **Magazine:** Free magazine spotlight Oil & Gas and Facility Safety advertisers
- **Website:** Free online spotlight for Respiratory Protection and Hand Protection advertisers

MAR

Ad close: 1/27/22 • Materials due: 2/2/22

Special Focus

Construction Safety

Feature Articles

IH: Gas Detection

PPE: Hearing Protection, Protective Apparel, Wearable Technology

Training: Lockout/tagout

Plus: Summer Hazards/Heat Stress, Employee Health Screening, Fall Protection

Value Adds

Free half page or larger advertisers

- **Research:** Ad Readership Study
- **Magazine:** Free magazine spotlight for Construction Safety and Gas Detection advertisers
- **Website:** Free online spotlight for Wearable Technology and Summer Hazards/Heat Stress advertisers

APR

Ad close: 3/2/22 • Materials due: 3/4/22

Special Focus

Fire Safety

Feature Articles

IH: Hazard Communication

PPE: Vision Protection, Foot Protection, Head & Face Protection

Training: Electrical Safety

Plus: Welding, Incentives, Facility Safety

Value Adds

Free half page or larger advertisers

- **Magazine:** Free magazine spotlight for Head & Face Protection and Fire Safety advertisers
- **Website:** Free online spotlight for Incentives and Foot Protection advertisers

2022 Print & Digital Magazine Editorial Calendar

MAY

Ad close: 3/24/22 • Materials due: 3/29/22

INDUSTRIAL HYGIENE ISSUE

Special Focuses

Industrial Hygiene
2022 Industrial Hygiene Award
Winners

Feature Articles

PPE: Respiratory Protection, Hand
Protection, Fall Protection

Training: Confined Spaces

Plus: Combustible Dust, Emergency
Showers & Eyewash, Wearable
Technology

Value Adds

Free half page or larger advertisers

- **Magazine:** Free magazine spotlight
for Industrial Hygiene and Hand
Protection advertisers
- **Website:** Free online spotlight
for Confined Spaces and Fall
Protection advertisers

Bonus Value Add

- **Website:** All quarter page or larger
advertisers may submit a product
or service to appear online in the
IH Showcase for six weeks.
 - Showcase submissions include a
photo, brief description, company
name and URL.

Show Coverage/Bonus Distribution*

AIHce EXP 2022, May 23-25,
Nashville, TN

*If event occurs in-person

JUNE

Ad close: 5/2/22 • Materials due: 5/5/22

PRODUCT LAUNCH ISSUE

Special Focus

Product Launch

Feature Articles

IH: Noise Monitoring

PPE: Protective Apparel, Vision
Protection, PPE for Women

Training: Software

Plus: Defibrillators & CPR, Heat
Stress, Employee Health Screening,
Electrical Safety, Indoor Air Quality

Value Adds

Free half page or larger advertisers

- **Magazine:** Free magazine spotlight
for Protective Apparel and Oil &
Gas advertisers
- **Website:** Free online spotlight for
Software and Defibrillators & CPR
advertisers

Bonus Value Add

- **Website:** All quarter page or larger
advertisers may submit a product
or service to appear online in the
Product Launch Showcase for six
weeks.
 - Showcase submissions include a
photo, brief description, company
name and URL.

Show Coverage/Bonus Distribution*

ASSP Safety 2022, June 27-29,
Chicago, IL

JULY/AUG

Ad close: 6/24/22 • Materials due: 7/1/22

THE COMPANY PROFILE ISSUE

Special Focus

Construction Safety

Feature Articles

IH: Gas Detection

PPE: Respiratory Protection, Hand
Protection, Head & Face Protection

Training: Hazard Communication

Plus: Facility Safety, Emergency
Showers & Eyewash, Confined
Spaces

Value Adds

Free half page or larger advertisers

- **Website:** Free online spotlight
for Confined Spaces and PPE
advertisers

Bonus Value Add

- **Magazine:** All half page or larger
advertisers who appear in the
July/August 2022 and September
2022 will be eligible for Company
Profile in the July/August 2022
issue. Company Profile sizes
will be dictated by the company
advertisement.
 - This **Company Profile** includes a
company logo, description, photo,
contact information and more.
Examples of Company Profiles are
available upon request.

2022 Print & Digital Magazine Editorial Calendar

SEPT

Ad close: 8/2/22 • Materials due: 8/4/22

PRODUCT LAUNCH ISSUE

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, Employee Health Screening

Value Adds

Free half page or larger advertisers

- **Magazine:** Free magazine spotlight for Foot Protection and Oil & Gas advertisers
- **Website:** Free online spotlight for Vision Protection and Fall Protection

Bonus Value Add

- **Website:** All quarter page or larger advertisers may submit a product or service to appear online in the **Product Launch Showcase** for six weeks.
 - Showcase submissions include a photo, brief description, company name and URL.

Show Coverage/Bonus Distribution*

NSC Congress & Expo,
September 19-21, San Diego, CA

*If event occurs in-person

OCT

Ad close: 8/26/22 • Materials due: 8/30/22

Special Focus

Industrial Hygiene

Feature Articles

PPE: Construction, Electrical Safety, Respiratory Protection

Training: Transportation Safety

Plus: Wearable Technology, Winter Hazards, Combustible Dust

Value Adds

Free half page or larger advertisers

- **Research:** Ad Readership Study
- **Magazine:** Free magazine spotlight for Industrial Hygiene and Protective Apparel advertisers
- **Website:** Free online spotlight for Winter Hazards and Transportation Safety advertisers

NOV/DEC

Ad close: 10/21/22 • Materials due: 10/27/22

Special Focus

2022 OH&S New Product of the Year
Winners
OSHA Top 10

Feature Articles

IH: Gas Detection

PPE: Hand Protection, Protective Apparel, Hearing Protection

Training: Fall Protection

Plus: Lockout/Tagout, Hazard Communication, Safety Culture

Value Adds

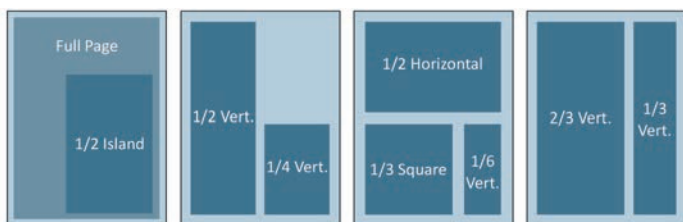
Free half page or larger advertisers

- **Magazine:** Free magazine spotlight for Gas Detection and Hand Protection advertisers
- **Website:** Free online spotlight for Lockout/Tagout and Facility Safety advertisers

Magazine Ad Specs

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

	Live	Trim	Bleed
Full Page	7 1/8 x 10	7 5/8 x 10 1/2	7 7/8 x 10 3/4
Spread	14 3/4 x 10	15 1/4 x 10 1/2	15 1/2 x 10 3/4
2/3 Vertical	n/a	4 3/8 x 9 3/4	n/a
1/2 Horizontal	n/a	6 5/8 x 4 3/4	n/a
1/2 Island	n/a	4 3/8 x 6 5/8	n/a
1/2 Vertical	n/a	3 1/4 x 9 3/4	n/a
1/3 Vertical	n/a	2 1/8 x 9 3/4	n/a
1/3 Square	n/a	4 3/8 x 4 3/4	n/a
1/4 Vertical	n/a	3 1/4 x 4 3/4	n/a
1/6 Vertical	n/a	2 1/8 x 4 3/4	n/a



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:

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 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:

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 June 2021 BPA statement shows:

32,507* Twitter followers (now over 35,100**)

7,561* Facebook likes (now over 8,800**)

59,511* LinkedIn group members (now over 78,300**)

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 2022 & NSC 2022

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, June 2022

Advertising options on ohsonline.com

- Mobile friendly design
- Top-performing banner sizes & options
- Easy navigation & enhanced opportunities for reader engagement

Run of Site (ROS) Banners

- 728 x 90 Leaderboard—8 sponsors
- 640 x 480 Embedded Article Banner—1 sponsor
- 300 x 250 or 300 x 300 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) 15 x 600 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 150 x 150 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 5 links and a logo)
- 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 300x50 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

*Only appears on desktop devices



Contact us for more information:

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Jenna Conwell - East
jconwell@1105media.com • 610-436-4372

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

The screenshot displays the ohsonline.com homepage. At the top, there's a large black banner with the text "728X90". Below this is the OHS logo and a search bar. The navigation bar includes links for Magazine, News, Webinars, White Papers, Products, Resources, and Advertising. A secondary navigation bar highlights "OHS SAFETYTOP", "CORONAVIRUS", "PRODUCT SPOTLIGHT", "CONFINED SPACES", "PROTECTIVE APPAREL", "FALL PROTECTION", and "MORE TOPICS".

The main content area features a sponsored article titled "The AI-Driven Vision Processing Technology that Assesses Tasks in Minutes & On the Go". The article includes a sub-headline, a brief description, a date (Aug 30, 2021), and several paragraphs of text. To the right of the article is a large black banner with the text "300X250".

Below the article, there are two data visualizations. The first is a line graph showing risk levels for different body parts (Back, Neck, Left arm, Right arm, Left leg, Right leg) over time. The second is a horizontal bar chart showing risk levels for the same body parts. A third visualization is a circular gauge showing a risk score of 00:35.

*BPA Brand Report, June 2021

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

Live From ASSP Safety 2022 and NSC 2022

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 35,100* Twitter followers, over 8,800* Facebook followers, and over 78,300* 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 2022, June 13 - July 10, 2022
- NSC 2022, September 1 - 30, 2022

Limited sponsorships per show available.

*Media Owner's Own Data



ohsonline.com/live



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.

Product Launch 2022

June and September

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 September

Don't miss launching your products this year! Advertise in our June or September issue and receive the opportunity to submit a product or service to appear in the magazine Product Launch Showcase and in the online Product Launch Showcase for six weeks. Showcase submissions include a photo, brief description, company name and URL. To be included in the Showcases, confirm materials deadlines with your Integrated Media Consultant.

Product Launch Spotlight eNewsletters June 19 & July 10

September 11 & 25

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



Maximize Your Reach With Our Special Product Launch Packages

Premium Product Launch Package

- Full page magazine ad in June or September *OH&S* Magazine
- (2) spots in June/July or September Product Launch eNewsletters
- (10) social media posts (June or September, 2022)

Deluxe Product Launch Package

- Full page magazine ad in June or September *OH&S* Magazine
- (1) spot in June/July or September Product Launch eNewsletters
- (5) social media posts (June or September, 2022)

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.

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

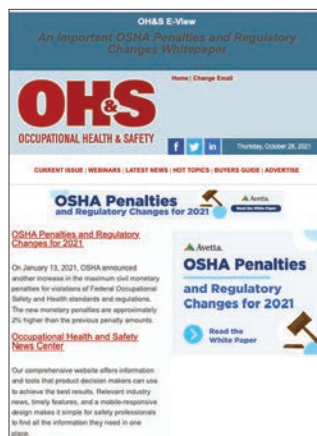


OH&S Spotlight

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

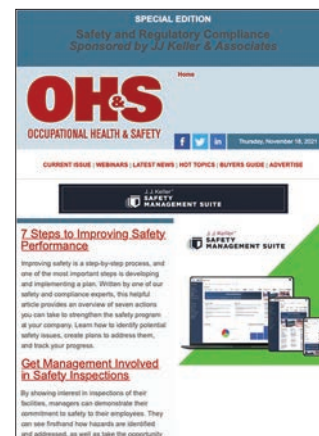
Highlight your products and services!



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.

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



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.

Make your brand the focus!

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 22

June 14

September 22

December 13

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.

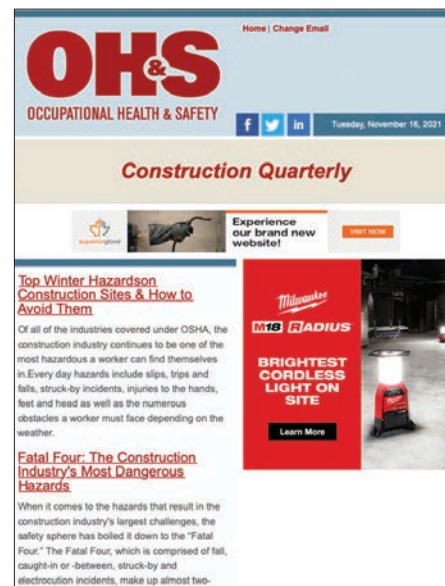
February 10

April 28

August 11

October 27

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 3

June 21

September 8

November 17

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

Trade Show eNewsletters

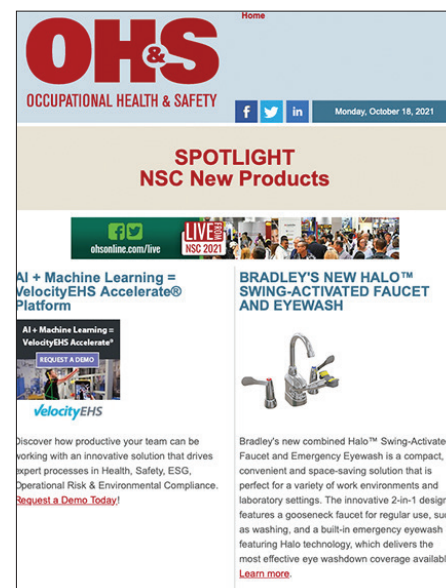
Drive Traffic and Get Exposure

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 2022 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 AIHce Show Update eNewsletter will be delivered to 30,000* IH professionals once before, once during, and once 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 2022 and NSC 2022 campaigns. The product-focused eNewsletter will be sent approximately one week before and one week after the show.



Trade Show eNewsletters Dates

AIHce 2022

May 17
May 24
May 31

VPPPA Safety+ 2022

August 16
August 23
August 30

ASSP Safety 2022

June 14
June 21
June 28
June 29
July 5

NSC 2022

September 6
September 13
September 20
September 21
September 27

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 Product Launch Spotlight eNewsletters Dates

ASSP Safety 2022

- Pre-Show Product Launch Spotlight
June 19
- Post-Show Product Launch Spotlight
July 10

NSC 2022

- Pre-Show Product Launch Spotlight
September 11
- Post-Show Product Launch Spotlight
September 25

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.

eNews 2022 Editorial Calendar

EDITION	SPECIAL FOCUS
JANUARY	
January 3	General <i>OH&S</i>
January 5	General <i>OH&S</i>
January 10	Hazard Communication
January 11	Spotlight - Oil & Gas
January 12	General <i>OH&S</i>
January 18	General <i>OH&S</i>
January 19	Training
January 24	General <i>OH&S</i>
January 25	Spotlight - Construction
January 26	General <i>OH&S</i>
January 31	Facility Safety
FEBRUARY	
February 2	General <i>OH&S</i>
February 3	Spotlight - Defibrillators & CPR
February 7	Vision Protection
February 9	General <i>OH&S</i>
February 10	IH Quarterly
February 14	General <i>OH&S</i>
February 16	General <i>OH&S</i>
February 17	Spotlight - Chemical Safety
February 22	General <i>OH&S</i>
February 23	Respiratory Protection
February 28	General <i>OH&S</i>
MARCH	
March 2	PPE
March 3	Construction Quarterly
March 7	General <i>OH&S</i>
March 8	Spotlight - Protective Apparel
March 9	General <i>OH&S</i>
March 14	Fall Protection
March 15	Spotlight - Summer Hazards/Heat Stress
March 16	General <i>OH&S</i>
March 21	General <i>OH&S</i>
March 22	Whitepaper Quarterly
March 23	General <i>OH&S</i>
March 24	Spotlight - Gas Detection
March 28	General <i>OH&S</i>
March 30	General <i>OH&S</i>

EDITION	SPECIAL FOCUS
APRIL	
April 4	General <i>OH&S</i>
April 6	Hand Protection
April 11	General <i>OH&S</i>
April 12	Spotlight - Indoor Air Quality
April 13	General <i>OH&S</i>
April 18	General <i>OH&S</i>
April 20	Facility Safety
April 25	General <i>OH&S</i>
April 26	Spotlight - Foot Protection
April 27	General <i>OH&S</i>
April 28	IH Quarterly
MAY	
May 2	General <i>OH&S</i>
May 3	Spotlight - Stand-Down for Fall Prevention
May 4	General <i>OH&S</i>
May 9	Training
May 11	General <i>OH&S</i>
May 16	Respiratory Protection
May 18	General <i>OH&S</i>
May 19	Spotlight - Emergency Showers & Eyewash
May 23	General <i>OH&S</i>
May 25	General <i>OH&S</i>
May 26	Spotlight - Noise Monitoring
May 31	General <i>OH&S</i>
JUNE	
June 1	General <i>OH&S</i>
June 2	Spotlight - PPE for Women
June 6	General <i>OH&S</i>
June 7	Spotlight - Electrical Safety
June 8	General <i>OH&S</i>
June 13	General <i>OH&S</i>
June 14	Whitepaper Quarterly
June 15	Chemical Safety
June 20	General <i>OH&S</i>
June 21	Construction Quarterly
June 22	General <i>OH&S</i>
June 27	Summer Hazards/Heat Stress
June 29	General <i>OH&S</i>

eNews 2022 Editorial Calendar

EDITION	SPECIAL FOCUS
JULY	
July 5	General <i>OH&S</i>
July 6	General <i>OH&S</i>
July 11	Fall Protection
July 12	Spotlight - Gas Detection
July 13	General <i>OH&S</i>
July 18	General <i>OH&S</i>
July 20	Facility Safety
July 25	General <i>OH&S</i>
July 27	General <i>OH&S</i>
July 28	Spotlight - Wearable Technology
AUGUST	
August 1	General <i>OH&S</i>
August 3	General <i>OH&S</i>
August 4	Spotlight - Hand Protection
August 8	General <i>OH&S</i>
August 19	General <i>OH&S</i>
August 11	IH Quarterly
August 15	General <i>OH&S</i>
August 17	General <i>OH&S</i>
August 18	Spotlight - Protective Apparel
August 22	General <i>OH&S</i>
August 24	General <i>OH&S</i>
August 25	Spotlight - Oil/Gas
August 29	General <i>OH&S</i>
August 31	Emergency Eyewash & Showers
SEPTEMBER	
September 6	General <i>OH&S</i>
September 7	General <i>OH&S</i>
September 8	Construction Quarterly
September 12	Employee Health Screening
September 14	General <i>OH&S</i>
September 15	Spotlight - Electrical Safety
September 19	General <i>OH&S</i>
September 21	General <i>OH&S</i>
September 22	Whitepaper Quarterly
September 20	General <i>OH&S</i>
September 26	Winter Hazards
September 28	General <i>OH&S</i>
September 29	Spotlight - Incentives

EDITION	SPECIAL FOCUS
OCTOBER	
October 3	General <i>OH&S</i>
October 5	General <i>OH&S</i>
October 6	Spotlight - Training
October 10	Facility Safety
October 12	General <i>OH&S</i>
October 17	OSHA Top 10
October 19	General <i>OH&S</i>
October 20	Spotlight - Personal Protection
October 24	General <i>OH&S</i>
October 26	Hazard Communications
October 27	IH Quarterly
NOVEMBER	
November 2	General <i>OH&S</i>
November 7	General <i>OH&S</i>
November 8	Spotlight - Respiratory Protection
November 9	Hearing Protection
November 14	General <i>OH&S</i>
November 16	General <i>OH&S</i>
November 17	Construction Quarterly
November 21	General <i>OH&S</i>
November 28	Fall Protection
November 29	Spotlight - Foot Protection
November 30	General <i>OH&S</i>
DECEMBER	
December 5	General <i>OH&S</i>
December 6	Spotlight - Oil/Gas
December 7	<i>OH&S</i> New Product of the Year Winners
December 12	General <i>OH&S</i>
December 13	Whitepaper Quarterly
December 14	General <i>OH&S</i>
December 19	General <i>OH&S</i>
December 20	Spotlight - Protective Apparel
December 21	Indoor Air Quality

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

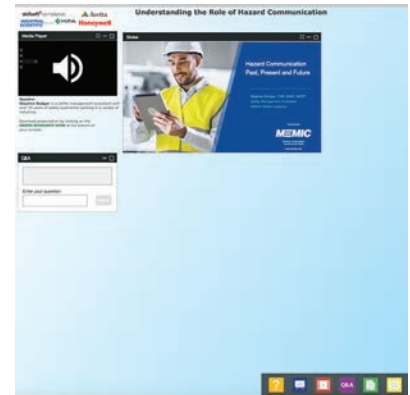
In addition to single-sponsored customer-supplied webinars, *OH&S* offers the opportunity for companies to co-sponsor time-sensitive editorial topical webinars. This variation of the popular webinar medium allows a company to sponsor for a fraction of the cost of a sole-sponsored webinar. Plus, the webinar 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 access

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



Planned 2022 editorial webinars include:

- Respiratory Protection
- Hazard Communication
- Oil & Gas
- Fall Protection
- Construction Safety
- Electrical Safety
- Heat Stress/Summer Hazards
- Infectious Disease Control
- Vision Protection
- Employee Health Screening
- Indoor Air Quality
- Industrial Hygiene
- Hearing Protection
- Confined Spaces
- Utilities
- Facility Safety
- Disaster Preparedness
- Combustible Dust
- OSHA Top 10

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 Sydney 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

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

OH&S Safety Speak Limited to 1 sponsor per month

Weekly 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!



With an average of 450+ downloads per episode, OH&S SafetyPod is in the top 10% of all podcasts!*

Statistics & Growth

With an average of 450+ downloads per episode, OH&S SafetyPod is in the top 10% of all podcasts.

OH&S SafetyPod has proven to be a useful tool in the hands of safety professionals to continue their own education and share with teammates. Over the last two years, OH&S SafetyPod has produced over 1,500 minutes of safety-related content in over 115 episodes. Popular podcast platforms, such as Apple Podcasts and Spotify, show OH&S SafetyPod has had 150% growth in the past year with no signs of stopping. Contact us to learn how you can be part of this impressive catalog of content today!

Online Ad Options

ohsonline.com 574,367* average page views per month

Run of Site (ROS) Banners

- 728 x 90 Leaderboard—8 sponsors
- 640 x 480 Embedded Article Banner—1 sponsor
- 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

Social Media Options

- Live From Sponsorship
- Mini Live From Social Post Package
- Individual posts on LinkedIn, Twitter, or Facebook

SafetyPod

- Vendor Podcast Sponsorship
- Safety Speak Podcast Sponsorship

*BPA Brand Report, June 2021

** Media Owner's Own Date

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 eNewsetter (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.

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

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.

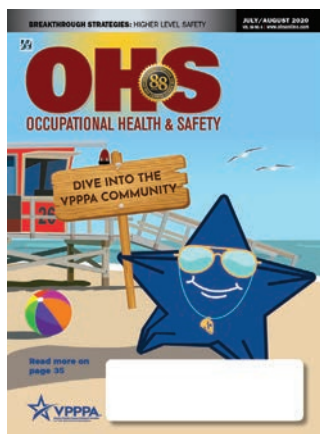
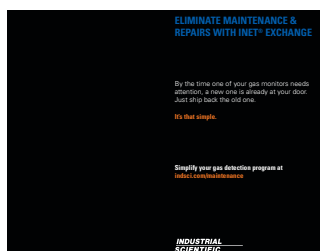
URL should be limited to 250 characters.

Acceptable Files

Static GIF or JPG files

Please submit materials to Tim Bobko at tbobko@1105media.com.

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



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.

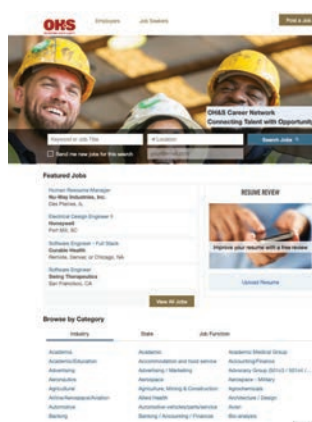


Inserts and outserts are powerful advertising tools. Increase your visibility by taking advantage of these cost-effective advertising plans that build brand awareness and purchase intent. *OH&S* will work with you to create a customized piece that informs subscribers about trends, case studies, and products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

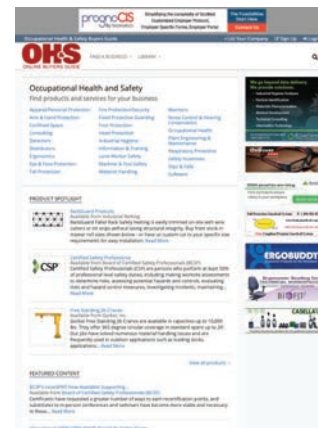
Extend the shelf life of your message and generate additional interest through full-scale reproductions of articles and advertisements. For single article reprints (in minimum quantities of 250-500), ePrints, plaques and posters contact PARS International at 1105reprints@parsintl.com or 212-221-9595.



Direct readers to your *OH&S* magazine ad with a high-visibility snipe on the cover.



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



Give your customers easy access to your safety solutions with the *OH&S* online industry directory. Add your company 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.

Enlist *OH&S* to handle your next industry survey. From simple to expanded, we offer a variety of ways to collect research.

The *OH&S* subscriber mailing list is available for rental. To view our datacards, please visit lists.meritdirect.com. For more information, contact Marie Briganti at 914-368-1023 or MBriganti@Anteriad.com.



contact us

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