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.
OH&S magazine reaches 75,125* subscribers!

<table>
<thead>
<tr>
<th>Industry</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency Response</td>
<td>14,544</td>
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<tr>
<td>Environmental Compliance</td>
<td>14,653</td>
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<td>Ergonomics</td>
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<tr>
<td>Fire Protection</td>
<td>14,162</td>
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<td>Industrial Hygiene</td>
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<tr>
<td>Occupational Health</td>
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<tr>
<td>Safety Equipment</td>
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<td>Security</td>
<td>12,545</td>
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<tr>
<td>Software</td>
<td>12,500</td>
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<tr>
<td>Training</td>
<td>17,551</td>
</tr>
</tbody>
</table>

* BPA Brand Report, December 2022
** 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 editorial, circulation, and digital reach to see that your advertising dollars go farther here than anywhere else in the industry. OH&S is the partner you can count on to generate leads and increase your business by utilizing our various platforms: print/digital magazine, website, SafetyPods, webinars, & eNewsletters. 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.

Industry Awards Programs

Our award programs honor outstanding product development achievements of health & safety manufacturers whose products and solutions are considered particularly noteworthy in their ability to improve workplace safety.

- **OH&S New Product of the Year Awards**
  - 2023 winners coverage in November/December 2023

- **OH&S Industrial Hygiene Awards**
  - 2023 winners coverage in April/May 2023
Dedicated and Devoted Subscribers

*Occupational Health & Safety* has loyal subscribers who depend on the publication for important health and safety news and information. According to the Baxter Research October 2022 adViewPro report, 82% of *OH&S* magazine subscribers have an improved opinion of a product/service after seeing an ad in *OH&S* magazine.

What *OH&S* Subscribers Are Saying*

“[OH&S] allows me to see new products, systems, and operations. It also helps me see new trends and innovative thinking in safety.”
—Emergency and Security Manager

“[Reading OH&S keeps me] current with industry trends and potential solutions”
—Material Reliability Manager

“[OH&S] introduces me to new products, articles, and information, which I then add to my training curriculum.”
—Training Director

“Being a safety-conscious manufacturing facility, [OH&S] allows me to see and understand what new safety innovations are occurring that would improve our safety program through awareness and monitoring.”
—Facilities Manager

“[OH&S] helps educate me on trends in the field of health and safety, and lets me know about new products that might be useful for us.”
—Compliance

“I look for the latest news, trends, products, and technology in the industrial safety and occupational health arena.”
—EHSQ Specialist

“I’ve been involved with safety over 22 years. [I read OH&S] to keep up with changes in the industry and to keep members up-to-speed with the latest and greatest items around safety. Keeping our workers safe is key.”
—Safety Consultant

“I’m always looking for better products. I like reading about safety. It seems I always learn something new.”
—Safety Manager

*Baxter Research, 2022 adViewPro Reports*
2023 Print & Digital Magazine Editorial Calendar

FEB/MAR

**Special Focus**
Construction Safety

**Feature Articles**
- **IH:** Gas Detection
- **PPE:** Hearing Protection, Protective Apparel, Foot Protection

**Training:** Software

**Plus:** Summer Hazards, Emergency Showers & Eyewash, Fall Protection, Welding, Employee Health Screening

**Value Adds**
Free for half page or larger advertisers
- **Research:** Ad Readership Study
- **Magazine:** Free magazine spotlight for Construction Safety and Summer Hazards advertisers
- **Website:** Free online spotlight for Software and Employee Health Screening advertisers

APR/MAY

**Special Focus**
Industrial Hygiene

**Special Coverage**
2023 Industrial Hygiene Awards Winners

**Feature Articles**
- **PPE:** Respiratory Protection, Vision Protection, Hand Protection
- **Training:** Confined Spaces
- **Plus:** Indoor Air Quality, Fire Safety, Facility Safety, Wearable Technology, Electrical Safety, Combustible Dust

**Value Adds**
Free for half page or larger advertisers
- **Magazine:** Free magazine spotlight for Industrial Hygiene and Hand Protection advertisers
- **Website:** Free online spotlight for Vision Protection and Facility Safety 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 2023, May 22-24, Phoenix, AZ

*If event occurs in-person*
# 2023 Print & Digital Magazine Editorial Calendar

## JUNE

**Product Launch Issue**

**Special Focus**
Oil & Gas

**Special Coverage**
Product Launch

**Feature Articles**
IH: Chemical Safety
PPE: PPE for Women, Head & Face Protection, Electrical Safety
Training: Lockout/Tagout
Plus: Defib & CPR, Summer Hazards, Hearing Protection, Gas Detection, Safety Culture

**Value Adds**
Free for half page or larger advertisers
- **Magazine**: Free magazine spotlight for Oil & Gas and Gas Detection advertisers
- **Website**: Free online spotlight for Head & Face Protection and Electrical Safety 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 2023, June 5-7, San Antonio, TX

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## JULY/AUG

**The Company Profile Issue**

**Special Focus**
Fall Protection

**Special Coverage**
Company Profiles

**Feature Articles**
IH: Confined Spaces
PPE: Respiratory Protection, Foot Protection, Hand Protection
Training: Hazard Communication
Plus: Emergency Showers & Eyewash, Construction Safety, Employee Health Screening, Wearable Technology, Incentives

**Value Adds**
Free for half page or larger advertisers
- **Website**: Free online spotlight for Fall Protection and Foot Protection advertisers

**Bonus Value Add**
- **Website**: All half page or larger advertisers who appear in the July/August 2023 and October 2023 will be eligible for a Company Profile in the July/August 2023 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.
<table>
<thead>
<tr>
<th>SEPT</th>
<th>OCT</th>
<th>NOV/DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Special Focus</strong></td>
<td><strong>Special Focus</strong></td>
<td><strong>Special Focus</strong></td>
</tr>
<tr>
<td>Facility Safety</td>
<td>Protective Apparel</td>
<td>OSHA Top 10</td>
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<tr>
<td><strong>Feature Articles</strong></td>
<td><strong>Special Coverage</strong></td>
<td><strong>Special Coverage</strong></td>
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<tr>
<td>IH: Noise Monitoring</td>
<td>Product Launch</td>
<td>2023 OH&amp;S New Product of the Year Winners</td>
</tr>
<tr>
<td>PPE: Construction, Vision Protection, Head &amp; Face Protection</td>
<td><strong>Feature Articles</strong></td>
<td><strong>Feature Articles</strong></td>
</tr>
<tr>
<td>Training: Fall Protection</td>
<td>IH: Indoor Air Quality</td>
<td>IH: Respiratory Protection</td>
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<tr>
<td><strong>Training:</strong> Fall Protection</td>
<td><strong>Training:</strong> Materials Handling</td>
<td><strong>Training:</strong> Facility Safety</td>
</tr>
<tr>
<td><strong>Plus:</strong> Combustible Dust, Defib &amp; CPR, Winter Hazards, Chemical Safety, Electrical Safety, Software Solutions</td>
<td><strong>Plus:</strong> Hazard Communication, Wearable Technology, Transportation Safety, Confined Spaces, Gas Detection</td>
<td><strong>Plus:</strong> Lockout/Tagout, Safety Culture, Construction Safety, Emergency Showers &amp; Eyewash, Noise Monitoring</td>
</tr>
<tr>
<td><strong>Value Adds</strong></td>
<td><strong>Value Adds</strong></td>
<td><strong>Value Adds</strong></td>
</tr>
<tr>
<td>Free for half page or larger advertisers</td>
<td>Free for half page or larger advertisers</td>
<td>Free for half page or larger advertisers</td>
</tr>
<tr>
<td>• Research: Ad Readership Study</td>
<td>• Magazine: Free magazine spotlight for Facility Safety and Vision Protection advertisers</td>
<td>• Magazine: Free magazine spotlight for Protective Apparel and Wearable Technology advertisers</td>
</tr>
<tr>
<td>• Magazine: Free magazine spotlight for Facility Safety and Vision Protection advertisers</td>
<td>• Website: Free online spotlight for Gas Detection and Confined Spaces advertisers</td>
<td>• Website: Free online spotlight for Combustible Dust and Chemical Safety advertisers</td>
</tr>
<tr>
<td>• Website: Free online spotlight for Combustible Dust and Chemical Safety advertisers</td>
<td><strong>Bonus Value Add</strong></td>
<td><strong>Value Adds</strong></td>
</tr>
<tr>
<td><strong>Bonus Value Add</strong></td>
<td>Free for half page or larger advertisers</td>
<td>Free for half page or larger advertisers</td>
</tr>
<tr>
<td>• Website: All quarter page or larger advertisers may submit a product or service to appear online in the Product Launch Showcase for six weeks.</td>
<td>• Magazine: Free magazine spotlight for OSHA Top 10 and Hand Protection advertisers</td>
<td>• Website: Free online spotlight for Foot Protection and Respiratory Protection advertisers</td>
</tr>
<tr>
<td>• Showcase submissions include a photo, brief description, company name and URL.</td>
<td><strong>Show Coverage/Bonus Distribution</strong></td>
<td><strong>Show Coverage/Bonus Distribution</strong></td>
</tr>
<tr>
<td>NSC Congress &amp; Expo, October 23-25, New Orleans, LA</td>
<td>NSC Congress &amp; Expo, October 23-25, New Orleans, LA</td>
<td>NSC Congress &amp; Expo, October 23-25, New Orleans, LA</td>
</tr>
</tbody>
</table>

*If event occurs in-person

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

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

<table>
<thead>
<tr>
<th></th>
<th>Live</th>
<th>Trim</th>
<th>Bleed</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 1/8 x 10</td>
<td>7 5/8 x 10</td>
<td>7 7/8 x 10</td>
</tr>
<tr>
<td>Spread</td>
<td>14 3/4 x 10</td>
<td>15 1/4 x 10</td>
<td>15 1/2 x 10</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>n/a</td>
<td>4 3/8 x 9 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>½ Horizontal</td>
<td>n/a</td>
<td>6 5/8 x 4 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>¼ Island</td>
<td>n/a</td>
<td>4 3/8 x 6 5/8</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>n/a</td>
<td>3 1/4 x 9 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>n/a</td>
<td>2 1/8 x 9 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>n/a</td>
<td>4 3/8 x 4 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>n/a</td>
<td>3 1/4 x 4 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>n/a</td>
<td>2 1/8 x 4 3/4</td>
<td>n/a</td>
</tr>
</tbody>
</table>

All ads are to scale.

All bleeds are 1/8” beyond trim. For bleed ads, keep live copy 1/4” from trim. For spreads, we recommend keeping live copy 1/4” from the gutter on each side.

**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: 278,382*
Monthly average users on ohsonline.com: 140,852*

Custom Media

Content Syndication: We will host your asset(s) and market with targeted email promotions to our engaged database to drive quality registrations to help fill your sales pipeline with leads.

Native Advertising: Draw more attention to your brand by running sponsored content in must-read ohsonline.com articles.

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.

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.

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 2022 BPA statement shows:

36,441* Twitter followers (now over 37,200**)
8,926* Facebook likes
97,978* LinkedIn group members (now over 110,390**)

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 position your marketing materials in front of safety and health professionals. Ask us about our Show Social Media Packages.

*BPA Brand Report, December 2022
**Media Owner’s Own Data, April 2023
Advertising Options on ohsonline.com

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

Run of Site (ROS) Banners
- 728x90 Top Leaderboard or 970x250 Billboard—8 sponsors
- 640x480 Embedded Article Banner—1 sponsor
- 300x250 Rectangle—6 sponsors
- 300x600 Super Skyscraper—4 sponsors
- 468x60 Banner—6 sponsors
- Wallpaper*—4 sponsors
- (2) 15x600 banners in cohesive design
  If supplying 2 different images, include “left” and “right” in file names.
- 728x90 Bottom Banner—xx sponsors
- 300x150 Rectangle—xx sponsors

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

Specialty Options
- Home Page Info Center (up to 5 links and a logo)
- Hot Topic Area Sponsorship (exclusive to one advertiser)
  468 x 60 on topic main page
- White Paper Hosting
- Native Advertising
- Pop Quiz: 300 x 600 and 300 x 300 website banners and
  300 x 250 eNews banner

*Only appears on desktop devices
Content Syndication

Secure Quality Decision Maker Leads

Leverage your existing marketing materials — whitepapers, case studies, research, reports, and more!

We will host your asset(s) and market with targeted email promotions to our engaged database to drive quality registrations to help fill your sales pipeline.

Our Content Syndication Program will feature your asset(s) in our Resources Library on our site and will offer a wide range of custom capabilities, including audience targeting, custom lead reporting and delivery.

Program Details and Benefits

Guaranteed Leads
100 guaranteed leads (minimum buy, but not limited to...)

Industries
Manufacturing, Construction, Oil & Gas, Utilities

Job Titles
Safety, Environmental Health & Compliance, Industrial Hygiene, OSHA, Human Resources (VP+ only), Facility Management

Resources Library
All assets hosted in Research Library for duration of campaign with dedicated landing page including asset title, summary and sponsor logo along with registration form

Email Promotion
Series of targeted email promotions, reaching our highly engaged database, to drive registrations to your asset(s) to reach your lead guarantee

Lead Delivery
Leads delivered weekly (custom delivery options available — ask your sales rep for details) including all of the following standard fields:
• Job Title
• Email
• First Name
• Last Name
• Company
• Full Address
• Phone
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 278,382 Pageviews.*

Your Sponsored Content box on the home page will link to your provided article PLUS a 728 x 90 leaderboard and 300 x 250 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
- 300x250 banner ad image with link
- Due dates are 5 business days or one week before live date

*BPA Brand Report, December 2022
Product Launch 2023

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.

June and October
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 year! Advertise in our June or October 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

May 21 and June 18
October 15 and November 5
Reinforce your branding by introducing your new products to our audience of more than 65,000* safety professionals.

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 May/June or October/November Product Launch eNewsletters

Deluxe Product Launch Package
- Full page magazine ad in June or October OH&S Magazine
- (1) spot in May/June or October/November Product Launch eNewsletters
**eNewsletters**

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

Highlight your products and services!

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

Make your brand the focus!

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**Occupational Health & Safety**

Twice weekly, the multi-sponsored 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. Contact us to learn more. Print and online packages are available.

**OH&S Spotlight**

Spotlight eNewsletters focus on specific industries or products and reach 65,000* safety buyers. This multi-sponsored eNewsletter goes out two to three times each month and includes one 468x60 top banner and up to six product listings. Contact us to learn more. Print and online packages are available.

**OH&S eView**

Send out your published OH&S article two to three 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**

An exclusive opportunity to send your messaging to our audience. Different formats are available depending on your marketing goal. Utilize our template or your HTML file to focus on content, a white paper, products, or a special announcement. Contact us to learn more about available options.

*Media Owner’s Own Data*
Quarterly eNewsletters

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

March 21
June 13
September 21
December 12

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 9
April 27
August 10
October 26

Target 30,000* IH professionals!

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

March 2
June 20
September 7
November 16

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

*Media Owner's Own Data
Trade Show eNewsletters
Drive Traffic and Get Exposure

Drive more traffic 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 2023 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 2023 and NSC 2023 campaigns. The product-focused eNewsletter will be sent approximately one week before and one week after the show.

For extra exposure, add Pre-Show and Post-Show Spotlight eNewsletters to your ASSP Safety 2023 and NSC 2023 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>Show</th>
<th>Dates</th>
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<tbody>
<tr>
<td>AIHce 2023</td>
<td>May 16, May 23, May 30</td>
</tr>
<tr>
<td>ASSP Safety 2023</td>
<td>May 25, May 30, June 7, June 13</td>
</tr>
<tr>
<td>VPPPA Safety+ 2023</td>
<td>September 12, September 19, September 26</td>
</tr>
<tr>
<td>NSC 2023</td>
<td>October 10, October 17, October 24, October 25, October 31</td>
</tr>
</tbody>
</table>

Trade Show eNewsletters Ad Sizes

- **Top Banner** - 468 x 60 (exclusive)
- 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

<table>
<thead>
<tr>
<th>Show</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSP Safety 2023</td>
<td>Pre-Show Product Launch Spotlight May 21</td>
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<tr>
<td>NSC 2023</td>
<td>Pre-Show Product Launch Spotlight October 15</td>
</tr>
<tr>
<td>VPPPA Safety+ 2023</td>
<td>Post-Show Product Launch Spotlight June 18</td>
</tr>
</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*
### January

<table>
<thead>
<tr>
<th>Date</th>
<th>Special Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 4</td>
<td>General OH&amp;S</td>
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<tr>
<td>January 9</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 10</td>
<td>Spotlight - Oil &amp; Gas</td>
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<tr>
<td>January 11</td>
<td>Hazard Communication</td>
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<tr>
<td>January 17</td>
<td>General OH&amp;S</td>
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<tr>
<td>January 18</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 23</td>
<td>Training</td>
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<tr>
<td>January 24</td>
<td>Spotlight - Construction</td>
</tr>
<tr>
<td>January 25</td>
<td>General OH&amp;S</td>
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<tr>
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### February

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<thead>
<tr>
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<tbody>
<tr>
<td>February 1</td>
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<tr>
<td>February 2</td>
<td>Spotlight - Hand Protection</td>
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<tr>
<td>February 6</td>
<td>General OH&amp;S</td>
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<tr>
<td>February 8</td>
<td>Vision Protection</td>
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<tr>
<td>February 9</td>
<td>IH Quarterly</td>
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<td>February 13</td>
<td>General OH&amp;S</td>
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<tr>
<td>February 15</td>
<td>General OH&amp;S</td>
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<tr>
<td>February 16</td>
<td>Spotlight - Chemical Safety</td>
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<td>February 21</td>
<td>General OH&amp;S</td>
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<td>February 22</td>
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### March

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<tr>
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<tbody>
<tr>
<td>March 1</td>
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<td>Construction Quarterly</td>
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<tr>
<td>March 6</td>
<td>PPE</td>
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<tr>
<td>March 7</td>
<td>Spotlight - Protective Apparel</td>
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<tr>
<td>March 8</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 13</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 14</td>
<td>Spotlight - Summer Hazards/Heat Stress</td>
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<tr>
<td>March 15</td>
<td>Fall Protection</td>
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<tr>
<td>March 20</td>
<td>General OH&amp;S</td>
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<td>March 21</td>
<td>Whitepaper Quarterly</td>
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<td>March 22</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 23</td>
<td>Spotlight - Gas Detection</td>
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<tr>
<td>March 27</td>
<td>General OH&amp;S</td>
</tr>
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### April

<table>
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<tr>
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<tbody>
<tr>
<td>April 3</td>
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<tr>
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<td>Hand Protection</td>
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<td>April 10</td>
<td>General OH&amp;S</td>
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<td>April 11</td>
<td>Spotlight - Indoor Air Quality</td>
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<tr>
<td>April 12</td>
<td>General OH&amp;S</td>
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<tr>
<td>April 17</td>
<td>General OH&amp;S</td>
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<td>April 24</td>
<td>General OH&amp;S</td>
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<tr>
<td>April 25</td>
<td>Spotlight - Fire Safety</td>
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<tr>
<td>April 26</td>
<td>General OH&amp;S</td>
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<td>IH Quarterly</td>
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### May

<table>
<thead>
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<th>Date</th>
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<tbody>
<tr>
<td>May 1</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>May 2</td>
<td>Spotlight - Stand-Down for Fall Prevention</td>
</tr>
<tr>
<td>May 3</td>
<td>General OH&amp;S</td>
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<tr>
<td>May 8</td>
<td>Training</td>
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<tr>
<td>May 10</td>
<td>General OH&amp;S</td>
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<td>May 15</td>
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<tr>
<td>May 17</td>
<td>General OH&amp;S</td>
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<tr>
<td>May 18</td>
<td>Spotlight - Emergency Showers &amp; Eyewash</td>
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<tr>
<td>May 22</td>
<td>General OH&amp;S</td>
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<td>May 24</td>
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<td>May 25</td>
<td>Spotlight - Noise Monitoring</td>
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<td>May 30</td>
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<tr>
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### June

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<tr>
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<td>Spotlight - PPE for Women</td>
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<td>June 6</td>
<td>Spotlight - Electrical Safety</td>
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<td>June 7</td>
<td>General OH&amp;S</td>
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<td>June 28</td>
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### eNews 2023 Editorial Calendar

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<td>July 27</td>
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<td><strong>August</strong></td>
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<td>August 16</td>
<td>General OH&amp;S</td>
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<td>Spotlight - Protective Apparel</td>
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<td>August 23</td>
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<td>Emergency Eyewash &amp; Showers</td>
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<td>General OH&amp;S</td>
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<td>Winter Hazards</td>
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<td>Spotlight - Incentives</td>
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<td><strong>October</strong></td>
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<td>October 5</td>
<td>Spotlight - Training</td>
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<td>October 9</td>
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<td>Spotlight - Personal Protection</td>
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<td>October 23</td>
<td>General OH&amp;S</td>
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<td>October 25</td>
<td>Hazard Communications</td>
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<tr>
<td>October 26</td>
<td>IH Quarterly</td>
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<td><strong>November</strong></td>
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<td>General OH&amp;S</td>
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<tr>
<td>November 7</td>
<td>Spotlight - Respiratory Protection</td>
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<td>November 8</td>
<td>Hearing Protection</td>
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<td>November 13</td>
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<td>November 27</td>
<td>Fall Protection</td>
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<td>November 28</td>
<td>Spotlight - Foot Protection</td>
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<td>November 29</td>
<td>General OH&amp;S</td>
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<tr>
<td><strong>December</strong></td>
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<tr>
<td>December 4</td>
<td>General OH&amp;S</td>
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<tr>
<td>December 5</td>
<td>Spotlight - Oil/Gas</td>
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<tr>
<td>December 6</td>
<td>OHS&amp;S New Product of the Year Winners</td>
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<tr>
<td>December 11</td>
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<td>Whitepaper Quarterly</td>
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<td>General OH&amp;S</td>
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<td>December 18</td>
<td>General OH&amp;S</td>
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<tr>
<td>December 19</td>
<td>Spotlight - Facility Safety</td>
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<tr>
<td>December 20</td>
<td>Indoor Air Quality</td>
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</tbody>
</table>
Webinars

Your Powerful Tool for Generating Quality Sales Leads

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

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

Vendor Webinars

The unique presentation of a webinar forum allows clients to deliver information and engage participants in a timely, cost-effective manner. Whether at home or on the road, participants can view presentations through their web browsers while simultaneously listening to the audio. Discussions can take place in real time, and your audience of health and safety buyers are encouraged to ask presenters questions. You provide the speaker, the topic, and the presentation and collect all the leads.

Editorial Webinars

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

NEW! Editorial Webinar Speaking Sponsorship

Enhance your editorial webinar sponsorship with a 10-minute speaking opportunity, positioning your organization as a thought leader in the industry and giving you the forum to showcase your products to our engaged audience.

Sponsorship Details

- **Event Promotion and Visibility**: Registration development through targeted email promotions, eNewsletters and more
- **Branding**: Logo placement on event promotions, registration page, webinar dashboard and other event marketing materials
- **Presentation (optional)**: 10-minute presentation (pre-recorded MP4 file or live) following editorial presentation
- **Event Reporting**: Comprehensive event reporting including all registrants, attendees, questions asked and any other pertinent engagement details

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

**An Exciting Way to Promote Your Business**

*OH&S SafetyPod* creates a unique marketing experience for your company by offering an insider’s view into the safety industry. Hosted by Editor David Kopf, each podcast features informative and timely information on important industry topics such as fall protection, personal protective equipment, industry hygiene, hazard communication and more.

Each sponsor will receive a mention at the beginning and end of the podcast as well as a brief company marketing message included in the episode. *OH&S SafetyPods* are marketed to our *OH&S* database, promoted on our website and popular podcast platforms Apple Podcasts, Spotify, Amazon Music and more.

**Vendor Podcast Sponsorship**

- Sole sponsorship of a podcast produced specifically for your company
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast
- Sponsor named at beginning and end of podcast
- 60-second ad copy read in middle of podcast
- Mention in article about podcast being sponsored
- Inclusion in promotional eBlast to *OH&S* subscribers

**NEW! Get Vendor Podcast leads with a Viewpoint**

Take your podcast sponsorship even further with a Viewpoint, a graphically engaging PDF containing a Q&A version of the interview. The Viewpoint is a value-add extension for a vendor podcast that includes

- Lead generation campaign (optional)
- (1) email promotion blast
- (1) set of remarketing banners
- (1) 300x250 website banner that will run for one month
- (2) 468x60 eNewsletter banners (scheduled based on availability)

**OH&S Safety Speak** Limited to 1 sponsor per week

Shorter 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.

**Statistics & Growth**

With an average of 600+ downloads per episode, *OH&S SafetyPod* is in the top 10% of all podcasts.

*OH&S SafetyPod* was listed as a “Top 40 Best Construction Podcasts in 2022” by construction industry resource Levelset.

*OH&S SafetyPod* has proven to be a useful tool for safety professionals to continue their own education and share with teammates. Over the last three years, *OH&S SafetyPod* has produced over 2,200 minutes of safety-related content in over 185 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.

*Media Owner's Own Data*
Online Ad Options

ohsonline.com

278,382* average page views per month

Run of Site (ROS) Banners
- 970 x 250 Billboard—8 sponsors
- 728 x 90 Leaderboard—8 sponsors
- 300 x 250 Rectangle—6 sponsors
- 300 x 600 Super Skyscraper—4 sponsors
- Wallpaper—4 sponsors
- (2) 152x600 banners in cohesive design

Home Page Banners
- Video Hosting
- 970 x 250 Banner—8 sponsors
- 728 x 90 Leaderboard—8 sponsors
- 300 x 300 Square—6 sponsors

Specialty Options
- Home Page Info Center
- 12x commitment required
- White Paper Hosting
- Pop Quiz - Includes 300x60 & 300x300 web banners & 300x250 eNews banner
- Native Advertising - 1 spot, 2 weeks
- Social Media Posts
  LinkedIn, Twitter, Facebook
- Vendor Webinar
- Editorial Webinar co-sponsor
- SafetyPod Vendor Podcast
- SafetyPod Vendor Sponsorship - series of 3
- Safety Speak Sponsorship

Integrated Media Consultants
Barbara Blake
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bblake@1105media.com
972-687-6718

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

*Media Owner’s Own Data

eNewsletters

Occupational Health & Safety eNews (2x/week)
Circulation 65,000*. Rates are per issue.
- New Product Spot $1,125
- 300 x 250 eNews Info Center $1,020
- 300 x 250 Large Right Box $825
- 468 x 60 Banner Ad $860
- 300 x 300 Square $925
- Sponsor $1.125
- Sole Sponsored eNewsletter (Product or Content) $3,500

Spotlight eNews or Whitepapers eNews
Circulation 65,000*. Rates are per issue.
- Top Banner $850
- 150 x 150 product image, 40-60 word description $550

OH&S eView Sole Sponsored eNews
Circulation 65,000*. Includes submitted article.
- Single Issue Exclusive Sponsorship $3,000

IH Quarterly and Construction Quarterly eNews
Circulation 30,000*. Rates are per issue.
- New Product Spot $675
- 300 x 250 eNews Info Center $615
- 300 x 250 Large Right Box $495
- 468 x 60 Banner Ad $515
- 300 x 300 Square $555
- Sponsor $675

Trade Show eNews - ASSP and NSC
Rates per show, 5 eNewsletters
- Top Banner - 468 x 60 $2,625
- 160 x 120 (2 positions available) $2,100
- 180 x 300 Info Center (large right box) $2,550
- 160 x 600 Skyscraper $3,150
- New Product Spot $1,125

All rates are net.
**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/](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-baner 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

**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

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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

**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 Tim Bobko at tbobko@1105media.com.

**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.

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

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

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

List Rental
The OH&S subscriber list is available for rental. For more information, please contact your Integrated Media Consultant.

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.

Industry Directory
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.

Inserts/Outserts
ELIMINATE MAINTENANCE & REPAIRS WITH iNET® EXCHANGE
By the time one of your gas monitors needs attention, a new one is already at your door. Just ship back the old one. It’s that simple.
Simplify your gas detection program at indsci.com/maintenance
If you have more than 10 gas detectors, YOU CAN’T LIVE WITHOUT iNET® EXCHANGE.
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