Covering the Industry Triad ... and More!

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
- Training

OH&S reaches 82,824* subscribers in health, safety, industrial hygiene, security, environment and government. Our circulation in units served shows OH&S delivers to 70,116** separate facilities each month. This represents the broadest market coverage for your advertising message.

Responsive — Engaged — Interactive

- Over 26,000** Twitter followers
- Over 1,000** editorial webinar registrants on average
- 57,071* subscribers by direct request

Online Lead Generation and More
- Reach 65,000** safety buyers with a variety of OH&S† e-letters and custom e-letters.
- Receive a guarantee of 300** targeted leads with our custom and editorial webinars.
- Take advantage of our average of 408,630* monthly average pageviews and 173,070* monthly users at ohsonline.com—designed for easy viewing on tablets!
- Join our growing number of Twitter followers—26.7K** as of October 2018!

Buying Responsibility*

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Equipment</td>
<td>36,181</td>
</tr>
<tr>
<td>Training</td>
<td>29,027</td>
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<tr>
<td>Occupational Health</td>
<td>26,017</td>
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<tr>
<td>Environmental Compliance</td>
<td>24,781</td>
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<tr>
<td>Fire Protection</td>
<td>24,281</td>
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<tr>
<td>Ergonomics</td>
<td>23,561</td>
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<tr>
<td>Industrial Hygiene</td>
<td>23,420</td>
</tr>
<tr>
<td>Emergency Response</td>
<td>23,334</td>
</tr>
<tr>
<td>Security</td>
<td>20,500</td>
</tr>
<tr>
<td>Software</td>
<td>18,921</td>
</tr>
</tbody>
</table>

OH&S reaches 46,124* buyers and specifiers!

Circulation That Counts*

- 51,970 Industrial/Manufacturing
- 13,314 Service Industries
- 11,752 Government
- 4,083† Others allied to field

* BPA Brand Report, June 2018
** Media Owner’s Own Data
† Others allied to field
Leadership. Longevity. Results.

With a strong industry presence since 1932, OH&S continues to serve the health & safety market. Each month in our magazine and continually 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. Occupational Health & Safety is the partner you can count on to generate more leads and increase your business. We are committed to providing you more value for your advertising dollar.

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

Occupational Health & Safety 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. Occupational Health & Safety is a member of BPA Worldwide. To review OH&S’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 as well as supplements and surveys.

- Baxter Ad Readership Studies
- High-quality lead generation with custom and editorial webinars
- OH&S New Product of the Year
  - Entry form is available at ohsonline.com
  - Winners coverage in November/December
**What OH&S Subscribers Are Saying***

**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 July 2018 mediaView report, 83% of *Occupational Health & Safety* magazine subscribers rate it important, very important, or a personal favorite!

After seeing an ad in OH&S, subscribers reported one or more of the following:
- **85% have improved opinion**
- **85% became newly aware of a product/service**

**“I use it to see what new items are available. I have been in the EHS business nearly 30 years, and most of the new items can be found here. Articles are typically written by industry experts actually from the EHS field.”**
—Senior Corporate Environmental Health and Safety Engineer

**“Gives me insight into industry trends and practical strategies for reducing workplace injuries.”**
—Health Safety Director

**“It’s a very useful tool for day-to-day safety.”**
—Safety Manager

**“Occupational Health & Safety magazine helps me stay on top of current trends. I find that the articles are informative and beneficial.”**
—HS Manager

**“A lot of timely articles and insights as well as the digital version has great links to really good webinars that allow continuous training for my EHS team and other departments.”**
—EHS Administrator

**“It’s an efficient way to stay current with the latest thoughts and trends on many topics. I also like to stay current with the latest safety equipment available.”**
—Dir. Env. Health Safety

**“#1 trade journal.”**
—President

**“Provides insightful information for the emergency management arena.”**
—External Affairs

**“[I read OH&S] to keep informed about changes and new products coming out.”**
—Safety Manager

**“I can trust the information inside.”**
—Pr. Sys Eng.

**“[I read OH&S] to help keep updated on industry trends and new IH and safety equipment available.”**
—Environmental Scientist

*Baxter Research, 2018 mediaView Quarterly Reports*
Editorial Calendar

January/February 2019
Ad close: 11/27/18  •  Materials due: 11/28/18

Special Focus
Construction Safety

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

Value Adds
For all half page or larger advertisers

• Research! Ad Readership Study
• Magazine! Free Product Listing
  Product Spotlight for construction safety and foot protection advertisers
• Website! Free Product Listing
  Respiratory Protection
  Emergency Showers & Eyewash

March 2019
Ad close: 1/25/19  •  Materials due: 1/28/19

Special Focus
Fall Protection

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

Value Adds
For all half page or larger advertisers

• Magazine! Free Product Listing
  Product Spotlight for fall protection and hearing protection advertisers
• Website! Free Product Listing
  Head & Face Protection
  Lockout/tagout

April 2019
Ad close: 2/25/19  •  Materials due: 2/27/19

Special Focuses
Fire Safety

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

Value Adds
For all half page or larger advertisers

• Magazine! Free Product Listing
  Product Spotlight for vision protection, and fire safety advertisers
• Website! Free Product Listing
  Incentives
  Electrical Safety

Show Coverage/Bonus Distribution
NFMT, March 26-28, Baltimore

Online  •  E-Media  •  Webinars  •  Magazine  •  E-Media  •  Custom Publishing  •  Research
# Editorial Calendar

## May 2019

**Ad close:** 4/1/19  •  **Materials due:** 4/3/19

### Special Focus
- Industrial Hygiene

### Feature Articles
- **IH:** Chemical Safety/SDS
- **PPE:** Respiratory Protection, Protective Apparel
- Training: Fire Safety
- Plus: Combustible Dust, Emergency Showers & Eyewash

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

### Bonus Value Add
- For all quarter page or larger advertisers exhibiting at AIHce

### Bonus Value Add
- **AIHce Online Product Showcase**
  - Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

### Show Coverage/Bonus Distribution
- **AIHce, May 20-22, Minneapolis**

## June 2019

**Ad close:** 4/26/19  •  **Materials due:** 4/30/19

### Special Sections
- Employee Gifts & Incentives
- DATIA

### Feature Articles
- **IH:** Gas Detection
- **PPE:** Hand Protection, Vision Protection, Fall Protection
- Training: Electrical Safety
- Plus: Defibrillators & CPR, Oil & Gas, Heat Stress

### Value Adds
- For all half page or larger advertisers
  - **Research!** Ad Readership Study
  - **Magazine!** Free Product Listing
    - Product Spotlight for hand protection and oil & gas advertisers
  - **Website!** Free Product Listing
    - Electrical Safety, Defibrillators & CPR

### Bonus Value Add
- For all quarter page or larger advertisers exhibiting at AIHce

### Bonus Value Add
- **AIHce Online Product Showcase**
  - Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

### Show Coverage/Bonus Distribution
- **AIHce Safety 2019, June 9-12, New Orleans**
- **Incentive Marketing Association Summit, July 22-24, Chicago**

## July/August 2019

**Ad close:** 6/28/19  •  **Materials due:** 6/29/19

### Special Focuses
- Construction Safety
- Protective Apparel

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

### Value Adds
- For all July half page or larger advertisers
  - **Website!** Free Product Listing
    - Confined Spaces
    - PPE

### Bonus Value Add
- For all half page or larger advertisers in BOTH July/August and September 2019
  - **Company Profile of same size as ad in July/August 2019 issue**

### Show Coverage/Bonus Distribution
- **VPPPA Safety+, August 27-30, New Orleans**
- **AIHce, May 20-22, Minneapolis**

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Online • E-Media • Webinars • Magazine • E-Media • Custom Publishing • Research
Editorial Calendar

### September 2019
Ad close: 7/31/19  •  Materials due: 7/31/19

**Special Section**
Employee Gifts & Incentives

**Special Focus**
Hearing Protection

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

**Value Adds**
For all half page or larger advertisers
- **Magazine!** Free Product Listing
  Product Spotlight for foot protection and hearing protection advertisers
- **Website!** Free Product Listing
  Indoor Air Quality
  NSC New Products

### October 2019
Ad close: 8/26/19  •  Materials due: 8/28/19

**Special Focus**
Industrial Hygiene

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

**Value Adds**
For all half page or larger advertisers
- **Research!** Ad Readership Study
- **Magazine!** Free Product Listing
  Product Spotlight for construction and electrical safety advertisers
- **Website!** Free Product Listing
  Emergency Showers & Eyewash
  Industrial Hygiene

### November/December 2019
Ad close: 10/28/19  •  Materials due: 10/30/19

**Special Focus**
2019 OH&S New Product of the Year Winners
Vision Protection

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

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

**National Safety Council Congress & Expo Issue**
Ad close: 7/31/19  •  Materials due: 7/31/19

**Special Section**
Employee Gifts & Incentives

**Special Focus**
Hearing Protection

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

**Value Adds**
For all half page or larger advertisers
- **Magazine!** Free Product Listing
  Product Spotlight for foot protection and hearing protection advertisers

**Bonus Value Adds**
For all half page or larger advertisers in BOTH July/August and September 2019:
- Corporate Profile in July/August 2019 issue (of the same size as ad)

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

**Show Coverage/Bonus Distribution**
NSC, September 9-11, San Diego

### October 2019
Ad close: 8/26/19  •  Materials due: 8/28/19

**Special Focus**
Industrial Hygiene

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

**Value Adds**
For all half page or larger advertisers
- **Research!** Ad Readership Study
- **Magazine!** Free Product Listing
  Product Spotlight for construction and electrical safety advertisers
- **Website!** Free Product Listing
  Emergency Showers & Eyewash
  Industrial Hygiene

### November/December 2019
Ad close: 10/28/19  •  Materials due: 10/30/19

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2019 OH&S New Product of the Year Winners
Vision Protection

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

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

**National Safety Council Congress & Expo Issue**
Ad close: 7/31/19  •  Materials due: 7/31/19

**Special Section**
Employee Gifts & Incentives

**Special Focus**
Hearing Protection

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

**Value Adds**
For all half page or larger advertisers
- **Magazine!** Free Product Listing
  Product Spotlight for foot protection and hearing protection advertisers

**Bonus Value Adds**
For all half page or larger advertisers in BOTH July/August and September 2019:
- Corporate Profile in July/August 2019 issue (of the same size as ad)

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

**Show Coverage/Bonus Distribution**
NSC, September 9-11, San Diego
## 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>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 1/8 x 10</td>
<td>7 5/8 x 10 1/2</td>
<td>7 7/8 x 10 3/4</td>
</tr>
<tr>
<td>Spread</td>
<td>14 3/4 x 10</td>
<td>15 1/4 x 10 1/2</td>
<td>15 1/2 x 10 3/4</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>n/a</td>
<td>4 3/8 x 9 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>½ Horizontal</td>
<td>n/a</td>
<td>6 5/8 x 4 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>½ Island</td>
<td>n/a</td>
<td>4 3/8 x 6 5/8</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>n/a</td>
<td>3 1/4 x 9 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>n/a</td>
<td>2 1/8 x 9 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>n/a</td>
<td>4 3/8 x 4 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>n/a</td>
<td>3 1/4 x 4 3/4</td>
<td>n/a</td>
</tr>
<tr>
<td>1/6 Vertical</td>
<td>n/a</td>
<td>2 1/8 x 4 3/4</td>
<td>n/a</td>
</tr>
</tbody>
</table>

All ads are to scale.

### Acceptable File Formats

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

### Preparing native files for printable PDFs

Multiple pages need to be submitted as single page files. Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers or transparencies). Set bleeds 1/8” beyond trim.

Do NOT use stylized fonts. Embed all fonts.

Overall density of CMYK colors cannot exceed 300%. Set trim marks with a 12-point offset so the marks don’t overlap the bleed.

### Preparing native files for printable Illustrator EPS

Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers). Set bleeds 1/8” beyond trim.

Fonts must be embedded or converted to outlines. Overall density of CMYK colors cannot exceed 300%. Set trim marks so they don’t overlap the bleed.

### Submitting Digital Files

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

### Uploading to FTP

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

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

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

#### 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

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

**OH&S Resource Center**

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

- White paper listing includes title, company name, brief abstract, and link to white paper
- Vendor catalog listing includes: company name (linked), 60-80 word description, 130x170 catalog cover image

Social Media

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 2018 BPA statement shows:

- 26,454* Twitter followers (now up to 26.7K!**)
- 5,495* Facebook likes (now up to 5,791!**)
- 4,063* LinkedIn group members (now up to 4,843!**)

Look for our numbers to grow even higher this year!

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

Custom Media

**Home Page Info Center**

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

**Video Hosting**

Stand out from the crowd 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. Contact your Integrated Media Consultant for samples, ad specifications and more information about this and other video opportunities.

**Native Advertising**

See next page for details.

Sponsored Tweets

Grow your business by sponsoring timely messages on our Twitter page. With 26.7K** followers, OccHealthSafety is the place to get safety professionals seeing and talking about your brand.

**Live From ASSP Safety 2019 & NSC 2019**

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.

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* *BPA Brand Report, June 2018**
**Media Owner’s Own Data, October 2018*
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 OH&S website has a monthly average of 408,630 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 e-newsletters sent during the time period of the Native Campaign.

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

Contact us for rates.

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

Ask about adding additional banner ads on our site or in our e-newsletters for even more impact!
Live From ASSP Safety 2019 and NSC 2019

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

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.

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 e-news and on ohsonline.com
• Mention in OH&S articles and show e-news
• Use of Live From logo to promote sponsorship
• Booth sign promoting your sponsorship
• Video from your booth
• Ability to go “live” on Facebook Live or Periscope
• Tweets from OH&S editors about your company, products and booth, including tweets during the show

OH&S currently has 27.6K* Twitter followers!

Limited Offer
Only 4 sponsorships per show available!

Live From Dates
ASSP Safety 2019  May 27 - June 24, 2019
NSC 2019  August 26 - September 23, 2019

*Media Owner’s Own Data

Live From is the 2016 winner of the Folio: Marketing Awards competition in the Use of Social Media category. These awards recognize the year’s best in pioneering, inventive, and ultimately successful projects undertaken by the media industry's most innovative marketing professionals.
E-newsletters

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

OH&S E-View
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. Delivered to more than 65,000* safety buyers. Includes 468x60 top and bottom banners and a 300x300 banner.

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

OH&S Whitepapers
Highlight your whitepapers four times a year in this new e-newsletter. Distribution: 65,000* safety buyers
- Product listing within the Whitepapers E-newsletter
- Product listing within Whitepapers section of ohsonline.com
- Top banner also available

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

Sole-Sponsored E-newsletters
Reserve all ad positions in a special edition of our OH&S e-newsletter to target your specific industry trend, technology or audience. Contact your Integrated Media Consultant for availability.

*Media Owner’s Own Data
Trade Show E-newsletters - Show Updates & Product Spotlights

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

The ASSE Safety 2019 and NSC Show Update E-newsletter 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, VPPPA Safety+, and A+A Show Update E-newsletter will be delivered to this audience once before, once during, and once after the show.

For extra exposure, add Pre-Show and Post-Show Spotlight E-newsletters to your Safety 2019 and NSC 2019 campaigns. The product-focused e-newsletter will be sent approximately one week before and one week after the show.

*Media Owner's Own Data

Trade Show E-newsletters Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIHce 2019</td>
<td>May 14, May 21, May 28</td>
</tr>
<tr>
<td>ASSP Safety 2019</td>
<td>May 28, June 4, June 11, June 12, June 18</td>
</tr>
<tr>
<td>VPPPA Safety+ 2019</td>
<td>August 22, August 29, September 5</td>
</tr>
<tr>
<td>NSC 2019</td>
<td>August 27, September 3, September 10, September 11, September 17</td>
</tr>
<tr>
<td>A+A 2019</td>
<td>October 30, November 6, November 13</td>
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Trade Show Spotlight E-newsletters

<table>
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<tr>
<th>Event</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>ASSP Safety 2019</td>
<td>Pre-Show Spotlight - June 2, Post-Show Spotlight - June 16</td>
</tr>
<tr>
<td>NSC 2019</td>
<td>Pre-Show Spotlight - September 1, Post-Show Spotlight - September 15</td>
</tr>
</tbody>
</table>

Trade Show Spotlight E-newsletter Ad Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>468 x 60 (exclusive)</td>
</tr>
<tr>
<td>Product Spot</td>
<td>150x150 + 40-60 words of text</td>
</tr>
</tbody>
</table>

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

Contact us for rates.

Trade Show E-newsletter Ad Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>468 x 60 (2 positions available)</td>
</tr>
<tr>
<td>Info Center</td>
<td>300 x 180 (large right box)</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>600 x 180</td>
</tr>
<tr>
<td>Product Spots</td>
<td>(image + text)</td>
</tr>
</tbody>
</table>

Contact us for rates.
## E-news Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Focus</th>
<th>Issue</th>
<th>Special Focus</th>
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</thead>
<tbody>
<tr>
<td><strong>JANUARY 2019</strong></td>
<td></td>
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</tr>
<tr>
<td>January 2</td>
<td>General OH&amp;S</td>
<td>April 1</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 3</td>
<td>Spotlight - Oil &amp; Gas</td>
<td>April 3</td>
<td>PPE: Hand Protection</td>
</tr>
<tr>
<td>January 7</td>
<td>General OH&amp;S</td>
<td>April 4</td>
<td>Spotlight - Noise Monitoring</td>
</tr>
<tr>
<td>January 9</td>
<td>SDS</td>
<td>April 8</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 14</td>
<td>General OH&amp;S</td>
<td>April 10</td>
<td>General OH&amp;S</td>
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<tr>
<td>January 16</td>
<td>General OH&amp;S</td>
<td>April 15</td>
<td>Facility Safety</td>
</tr>
<tr>
<td>January 17</td>
<td>Spotlight - Construction</td>
<td>April 17</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 22</td>
<td>General OH&amp;S</td>
<td>April 18</td>
<td>Spotlight - Foot Protection</td>
</tr>
<tr>
<td>January 23</td>
<td>Training</td>
<td>April 22</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 28</td>
<td>General OH&amp;S</td>
<td>April 24</td>
<td>General OH&amp;S</td>
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<tr>
<td>January 30</td>
<td>General OH&amp;S</td>
<td>April 25</td>
<td>IH Quarterly</td>
</tr>
<tr>
<td></td>
<td></td>
<td>April 29</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td><strong>FEBRUARY 2019</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>February 4</td>
<td>General OH&amp;S</td>
<td>May 1</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>February 6</td>
<td>Vision Protection</td>
<td>May 2</td>
<td>Spotlight - Emergency Showers &amp; Eyewash</td>
</tr>
<tr>
<td>February 7</td>
<td>Spotlight - Defibrillators &amp; CPR</td>
<td>May 6</td>
<td>Training</td>
</tr>
<tr>
<td>February 11</td>
<td>General OH&amp;S</td>
<td>May 8</td>
<td>General OH&amp;S</td>
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<td>February 13</td>
<td>General OH&amp;S</td>
<td>May 13</td>
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<tr>
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<td>IH Quarterly</td>
<td>May 15</td>
<td>General OH&amp;S</td>
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<td>General OH&amp;S</td>
<td>May 22</td>
<td>General OH&amp;S</td>
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<tr>
<td>February 21</td>
<td>Spotlight - Chemical Safety</td>
<td>May 28</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>February 27</td>
<td>Respiratory Protection</td>
<td>May 29</td>
<td>General OH&amp;S</td>
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<tr>
<td><strong>MARCH 2019</strong></td>
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<td></td>
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<tr>
<td>March 4</td>
<td>PPE</td>
<td>June 3</td>
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<tr>
<td>March 6</td>
<td>General OH&amp;S</td>
<td>June 5</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>March 7</td>
<td>Spotlight - Protective Apparel</td>
<td>June 6</td>
<td>Spotlight - Respiratory Protection</td>
</tr>
<tr>
<td>March 11</td>
<td>General OH&amp;S</td>
<td>June 10</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 13</td>
<td>Fall Protection</td>
<td>June 12</td>
<td>Chemical Safety</td>
</tr>
<tr>
<td>March 14</td>
<td>Spotlight - Summer Hazards/Heat Stress</td>
<td>June 13</td>
<td>Whitepapers</td>
</tr>
<tr>
<td>March 18</td>
<td>General OH&amp;S</td>
<td>June 17</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 19</td>
<td>Whitepapers</td>
<td>June 19</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 20</td>
<td>General OH&amp;S</td>
<td>June 20</td>
<td>Spotlight - Incentives</td>
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<tr>
<td>March 21</td>
<td>Spotlight - Oil/Gas</td>
<td>June 24</td>
<td>General OH&amp;S</td>
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<tr>
<td>March 25</td>
<td>General OH&amp;S</td>
<td>June 26</td>
<td>General OH&amp;S</td>
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<td>March 27</td>
<td>General OH&amp;S</td>
<td>June 27</td>
<td>Spotlight - Noise Monitoring</td>
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</tr>
<tr>
<td>July 1</td>
<td>General OH&amp;S</td>
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<tr>
<td>July 3</td>
<td>General OH&amp;S</td>
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<td>July 8</td>
<td>PPE: Fall Protection</td>
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<td>July 10</td>
<td>General OH&amp;S</td>
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<tr>
<td>July 11</td>
<td>Spotlight - Construction Safety</td>
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<tr>
<td>July 15</td>
<td>General OH&amp;S</td>
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<td>July 17</td>
<td>Transportation Safety</td>
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<td>July 22</td>
<td>General OH&amp;S</td>
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<tr>
<td>July 24</td>
<td>General OH&amp;S</td>
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<tr>
<td>July 25</td>
<td>Spotlight - Facility Safety</td>
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<tr>
<td>July 29</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td><strong>AUGUST 2019</strong></td>
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<tr>
<td>August 5</td>
<td>General OH&amp;S</td>
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<td>General OH&amp;S</td>
</tr>
<tr>
<td>August 8</td>
<td>Spotlight - Hand Protection</td>
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<td>August 12</td>
<td>General OH&amp;S</td>
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<td>IH Quarterly</td>
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<td>General OH&amp;S</td>
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<td>August 29</td>
<td>Spotlight - Oil/Gas</td>
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<tr>
<td><strong>SEPTEMBER 2019</strong></td>
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<tr>
<td>Sept. 3</td>
<td>General OH&amp;S</td>
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<tr>
<td>Sept. 4</td>
<td>General OH&amp;S</td>
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<tr>
<td>Sept. 5</td>
<td>Spotlight - Electrical Safety</td>
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<tr>
<td>Sept. 9</td>
<td>General OH&amp;S</td>
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<tr>
<td>Sept. 11</td>
<td>General OH&amp;S</td>
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<tr>
<td>Sept. 12</td>
<td>Whitepapers</td>
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<tr>
<td>Sept. 16</td>
<td>General OH&amp;S</td>
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<tr>
<td>Sept. 18</td>
<td>Emergency Showers/Eyewash</td>
</tr>
<tr>
<td>Sept. 23</td>
<td>General OH&amp;S</td>
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<td>Sept. 25</td>
<td>General OH&amp;S</td>
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<tr>
<td>Sept. 26</td>
<td>Spotlight - Incentives</td>
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<tr>
<td>Sept. 30</td>
<td>General OH&amp;S</td>
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<tr>
<td><strong>OCTOBER 2019</strong></td>
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<tr>
<td>October 2</td>
<td>General OH&amp;S</td>
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<tr>
<td>October 7</td>
<td>General OH&amp;S</td>
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<tr>
<td>October 9</td>
<td>Facility Safety</td>
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<tr>
<td>October 10</td>
<td>Spotlight - Fire Safety</td>
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<td>SDS</td>
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<tr>
<td>October 30</td>
<td>General OH&amp;S</td>
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<tr>
<td>October 31</td>
<td>Spotlight - Vision Protection</td>
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<tr>
<td><strong>NOVEMBER 2019</strong></td>
<td></td>
</tr>
<tr>
<td>November 4</td>
<td>General OH&amp;S</td>
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<td>November 6</td>
<td>General OH&amp;S</td>
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<td>November 7</td>
<td>Spotlight - Respiratory Protection</td>
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<td>November 11</td>
<td>PPE</td>
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<tr>
<td>November 13</td>
<td>General OH&amp;S</td>
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<tr>
<td>November 14</td>
<td>Spotlight - Hazmat</td>
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<tr>
<td>November 18</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>November 20</td>
<td>General OH&amp;S</td>
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<tr>
<td>November 25</td>
<td>Fall Protection</td>
</tr>
<tr>
<td><strong>DECEMBER 2019</strong></td>
<td></td>
</tr>
<tr>
<td>December 2</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>December 4</td>
<td>OH&amp;S New Product of the Year Winners</td>
</tr>
<tr>
<td>December 5</td>
<td>Spotlight - Oil/Gas</td>
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<tr>
<td>December 9</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>December 11</td>
<td>General OH&amp;S</td>
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<td>December 12</td>
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<td>General OH&amp;S</td>
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<tr>
<td>December 18</td>
<td>Hazmat</td>
</tr>
<tr>
<td>December 19</td>
<td>Spotlight - Protective Apparel</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.

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 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.

Planned 2019 editorial webinars include:
- Hugh Hoagland - Electrical Safety/Arc Flash
- Marijuana/Drug Testing
- Fall Protection
- Combustible Dust
- Disaster Preparedness
- Confined Spaces
- Vision Protection
- Oil & Gas
- Construction
- Utilities
- Respiratory
- SDS

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.

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 Occupational Health & Safety e-news subscribers
- Reminder e-mails prior to webinar
- 30-day webinar registration link on ohsonline.com’s home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional real-time polling and Q&A during the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

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

“I have done webinars for over 10 magazines and groups, and Occupational Health & Safety gets the best turnout by more than a 10 to 1 margin. My OH&S webinar leads are high quality, and the audience questions are on point and engaged. Thanks for all you guys do for safety.”

—Hugh Hoagland, Managing Partner of e-Hazard Management LLC and President of ArcWear Inc.

*Media Owner’s Own Data
Online Ad Options

**ohsonline.com**

279,770* average pageviews per month

**Run of Site (ROS) Banners**
- 728 x 90 Leaderboard—8 sponsors
- 300 x 300 Square—6 sponsors
- 300 x 250 Rectangle—6 sponsors
- 300 x 600 Super Skyscraper—4 sponsors
- 468 x 60 Banner—6 sponsors
- 300 x 90 Button—6 sponsors

**Home Page Banners**
- Featuring New Products Section 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)
  - Hot Topic Area Sponsorship:
    - 468 x 60 on topic main page

**Dog Ear/Peel Back**
- 6 months or more

**Wallpaper—4 sponsors**
- (2) 152x600 banners in cohesive design
- If supplying 2 different images, include “left” and “right” in file names.

**640 x 480 Welcome Mat**
- 40K max file size

**White Paper or Vendor Library Hosting**

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**E-newsletters**

**Occupational Health & Safety E-news**
- Circulation 65,000*, 2x/week
- New Product Spot
  - 300 x 250 E-news Info Center
  - 300 x 250 Large Right Box
  - 468 x 60 Banner Ad
  - 300 x 300 Square
  - Sponsor
  - Sole-Sponsored e-newsletter

- Custom e-newsletter (with or without video)

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

**Whitepapers E-news**
- Circulation 65,000*
- Top Banner
  - 150 x 150 product image, 40-60 word description

**OH&S E-View**
- Circulation 65,000*
- Single Issue Exclusive Sponsorship

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

**Trade Show E-news**
- 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

*Media Owner’s Own Data
Website Banner Ad Specs

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

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

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

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

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

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

**Special banner specifications**
- Initial Load: The file size should be maximum 80K.
- Number of Subsequent Loads: 1-2
- Special Frame Requirements: None, but must follow our specs & file size.
- FPS (frames per second): 20-25 (max 30)
- Max Uninitiated Video Length: None if it fits into the max 80K file size.
- Audio Initiation After Expansion: User controlled with click

**E-news Banner Ad Specs**

**Banner Sponsorship - 40K maximum file size**
- E-news 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

All website and e-news creative is due 5 business days prior to launch.
Please submit materials to Tim Bobko at tbobko@1105media.com. Phone: 818-814-5325
Integrated Marketing Services

Baxter Ad Readership Studies
What better way to evaluate your ad than to survey the actual buyers or specifiers for your goods and services? Throughout the year, Occupational Health & Safety sponsors independent ad readership studies for all half page and larger advertisers so you can determine your advertisements’ effectiveness. You can easily analyze specific data to see how your ad compares to the competition as well as how many subscribers remembered reading and seeing your ad.

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

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

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

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

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

List Rental
The Occupational Health & Safety subscriber mailing list is available for rental. To view our datacards, please visit www.meritdirect.com/1105. For more information, contact Jane Long at jlong@meritdirect.com or 913-685-1301.

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

Career Network
What better place to post your job openings than on leading industry website ohsonline.com! For more information, visit careers.ohsonline.com.
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818-814-5325

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