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

Our print, online, event, research, and custom marketing products are designed to create selling opportunities for you to maximize your advertising investment.

OH&S reaches 86,219* 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.

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 280,301* monthly page impressions and 107,428* unique browsers at ohsonline.com—designed for easy viewing on tablets!
- Join our growing number of Twitter followers—25.4K** as of September 2017!

Responsive — Engaged — Interactive

- Over 75,000* subscribers receive OH&S by direct request.
- We have over 25,000** Twitter followers!
- Subscribers pass along their issues of OH&S to 1.3*** — shared with over 113,000 more professionals!
- OH&S editorial webinars attract an average of over 1,000** registrants!

Buying Responsibility*

<table>
<thead>
<tr>
<th>Category</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Equipment</td>
<td>46,162</td>
</tr>
<tr>
<td>Training</td>
<td>38,876</td>
</tr>
<tr>
<td>Occupational Health</td>
<td>33,885</td>
</tr>
<tr>
<td>Emergency Response</td>
<td>32,297</td>
</tr>
<tr>
<td>Environmental Compliance</td>
<td>30,900</td>
</tr>
<tr>
<td>Fire Protection</td>
<td>30,831</td>
</tr>
<tr>
<td>Ergonomics</td>
<td>29,150</td>
</tr>
<tr>
<td>Industrial Hygiene</td>
<td>28,958</td>
</tr>
<tr>
<td>Security</td>
<td>27,037</td>
</tr>
<tr>
<td>Software</td>
<td>24,840</td>
</tr>
<tr>
<td>Occupational Health &amp; Safety</td>
<td>87,267</td>
</tr>
</tbody>
</table>

* BPA Brand Report, December 2016
** Media Owner’s Own Data
*** Baxter Research, January 2017 mediaView Quarterly

Circulation That Counts*

<table>
<thead>
<tr>
<th>Category</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial/Manufacturing</td>
<td>56,279</td>
</tr>
<tr>
<td>Service Industries</td>
<td>16,238</td>
</tr>
<tr>
<td>Government</td>
<td>14,750</td>
</tr>
<tr>
<td>TOTAL</td>
<td>87,267</td>
</tr>
</tbody>
</table>
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.

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.

OH&S is a 12-time winner of ASBPE regional and national awards for editorial and design excellence. Our group of products offers an innovative, complete marketing program including online, custom publishing, event, and research opportunities as well as supplements and surveys.

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.

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.

Jerry Laws, Editor

Occupational Health & Safety’s editor since November 1995, Jerry began his journalism career in 1980 with a Huntington, W.Va., newspaper after earning his master’s degree from the University of Missouri, Columbia. Well-known and respected in the health & safety industry, Jerry leads his editorial team in bringing timely, quality content to readers every day online at ohsonline.com and monthly in OH&S magazine.

Ongoing Opportunities

- Quarterly Baxter Ad Readership Studies
- High-quality lead generation with custom and editorial webinars
- OH&S New Product of the Year - Entry forms available at ohsonline.com Spring 2018 - Winners coverage in 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 2016 mediaView report, 84% of *Occupational Health & Safety* magazine subscribers rate it important, very important, or a personal favorite!

“*It’s my favorite safety periodical. It’s well written and informative.*”
—EH&S Manager

“*[I read *Occupational Health & Safety* for] helpful articles that affect our daily operational business.*”
—Purchasing Manager

“Advertisements help with research, keeping up on hot topics.”
—Office Safety Administrator

“I like to find out what is happening with safety issues and to learn about new products. Professionally, it allows me to speak knowledgeably about safety concerns and to make recommendations.”
—Purchasing Agent

“OH&S helps me to keep up with the latest technologies and informs me of recent changes in rules, regulations and standards.”
—Safety Manager

“I need to be current and up-to-date on anything new and better.”
—Project Manager

“Keeps me aware of safety resources for training and instruction.”
—Human Resources Manager

“It keeps me up-to-date with the latest safety-related news, trends, and equipment vendors.”
—EHS Manager

“What OH&S Subscribers Are Saying*

“It does a good job of providing information on new products as they hit the market.”
—Compliance Safety & Health

“I am an environment, health, and safety professional responsible for 10,000 people nationwide. OH&S is a valuable resource covering a wide scope of topics that I find very useful, and I have shared ‘nuggets’ of information throughout our organization.”
—Corp. EHS Coordinator

“It has great information!”
—Consultant

“Keeps me informed of the latest industry trends, products, and safety information.”
—E Business Analyst

“As a safety professional in the industry, the publication keeps me up-to-date with new products, industry news, best practices and processes, as well as other relevant information that allows me to perform my job successfully.”
—Account Engineer

“I need to be current and up-to-date on anything new and better.”
—Mgr.

“They have good relevant articles, and I enjoy the wide array of subjects it covers in regards to safety and health.”
—Safety Manager

“It does a good job of providing information on new products as they hit the market.”
—Director of Safety

“I need to be current and up-to-date on anything new and better.”
—Risk Management Consultant

*Baxter Research, July 2016 mediaView Quarterly
**October 2017**
Ad close: 8/25/17 • Materials due: 8/30/17

**Special Focus**
Industrial Hygiene

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

**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

**Editorial Webinars**
- Utilities
- Respiratory

---

**November 2017**
Ad close: 9/29/17 • Materials due: 10/4/17

**Special Sections**
Environmental Protection  
Healthcare

**Special Focus**
Respiratory Protection

**Feature Articles**
PPE: Hand Protection, Head & Face Protection  
IH: Confined Spaces  
Training: Fall Protection  
Plus: Slip & Fall

**Value Adds**
For all half page or larger advertisers

- **Magazine!** Free Product Listing  
  Product Spotlight for head & face protection and respiratory protection advertisers
- **Website!** Free Product Listing  
  Hand Protection  
  Training & Education

**Editorial Webinars**
- Hugh Hoagland — Electrical Safety/Arc Flash  
- Confined Spaces

---

**December 2017**
Ad close: 10/25/17 • Materials due: 10/28/17

**Special Focuses**
2017 OH&S New Product of the Year Winners  
Vision Protection

**Feature Articles**
PPE: Protective Apparel, Electrical Safety, Welding  
IH: Gas Detection  
Training: Fire & Emergency  
Plus: Lockout/Tagout, Hazmat, Facility Safety

**Value Adds**
For all half page or larger advertisers

- **Magazine!** Free Product Listing  
  Product Spotlight for protective apparel, vision protection advertisers
- **Website!** Free Product Listing  
  Lockout/Tagout  
  Fire & Emergency

**Editorial Webinars**
- Fall Protection
## Editorial Calendar

### January 2018

**Ad close:** 11/21/17 • **Materials due:** 11/29/17

**Special Focuses**
- Year in Review
- Construction Safety

**Feature Articles**
- PPE: Fall Protection, Foot Protection
- IH: Chemical Safety/SDS
- Training: Disaster Preparedness
- Plus: Emergency Showers & Eyewash, Incentives, Oil & Gas

**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
    - Fall Protection
    - Emergency Showers & Eyewash

### February 2018

**Ad close:** 1/8/18 • **Materials due:** 1/10/18

**Special Focuses**
- Industrial Hygiene
- Hand Protection

**Feature Articles**
- PPE: Vision Protection, Respiratory Protection
- Plus: Machine Guarding, Drug Testing, Ergonomics, Defibrillators & CPR

**Value Adds**
- For all half page or larger advertisers
  - **Magazine!** Free Product Listing
    - Product Spotlight for respiratory protection and hand protection advertisers
  - **Website!** Free Product Listing
    - Vision Protection
    - Defibrillators & CPR

### March 2018

**Ad close:** 1/25/18 • **Materials due:** 1/30/18

**Special Focus**
- Fire Safety

**Feature Articles**
- PPE: Hearing Protection, Head & Face Protection, Protective Apparel
- IH: Hazmat
- Training: Lockout/Tagout
- Plus: Transportation Safety, Summer Hazards including Heat Stress

**Value Adds**
- For all half page or larger advertisers
  - **Magazine!** Free Product Listing
    - Product Spotlight for hearing protection, head & face protection, and protective apparel advertisers
  - **Website!** Free Product Listing
    - Heat Stress
    - Lockout/Tagout

### National Heart Month

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

### National Facilities Management & Technology (NFMT) Issue

**Show Coverage/Bonus Distribution**
- NFMT, March 20-22, Baltimore
### Editorial Calendar

#### April 2018
Ad close: 2/27/18 • Materials due: 3/2/18

**Special Sections**
- Environmental Protection
- Healthcare

**Special Focus**
- Fall Protection

**Feature Articles**
- PPE: Hand Protection, Foot Protection
- IH: Gas Monitoring
- Training: First Aid
- Plus: Incentives, Welding

**Value Adds**
- For all half page or larger advertisers

**Research!** Ad Readership Study

**Magazine!** Free Product Listing
- Product Spotlight for respiratory protection, emergency showers & eyewash and IH instruments advertisers

**Website!** Free Product Listing
- Hand Protection, Gas Monitoring

---

#### May 2018
Ad close: 3/28/18 • Materials due: 3/30/18

**Special Focus**
- Industrial Hygiene

**Feature Articles**
- PPE: Respiratory Protection
- IH: Chemical Safety/SDS, Hearing Protection
- Training: Emergency Response
- Plus: Disaster Preparedness, Emergency Showers & Eyewash, Combustible Dust

**Value Adds**
- For all half page or larger advertisers

**Magazine!** Free Product Listing
- Product Spotlight for foot protection, fall protection advertisers

**Website!** Free Product Listing
- Training and chemical safety/SDS

---

#### June 2018
Ad close: 4/27/18 • Materials due: 5/3/18

**Special Section**
- Employee Gifts & Incentives

**Special Focus**
- Oil & Gas

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

**Value Adds**
- For all half page or larger advertisers

**Magazine!** Free Product Listing
- Product Spotlight for hand protection and oil & gas advertisers

**Website!** Free Product Listing
- Electrical Safety, Defibrillators & CPR

---

** ASSP Safety 2018 Issue**

**Value Adds**
- For all quarter page or larger advertisers exhibiting at ASSE Safety 2018

**ASSE Online Product Showcase**
- Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks and be promoted to our subscriber file via an e-blast.

**Incentive Marketing Association Summit, July 22-25, Newport Beach, CA**
Editorial Calendar

July 2018
Ad close: 5/31/18 • Materials due: 6/4/18

**Special Section**
Construction Safety

**Feature Articles**
- Pre-NSC Coverage
- PPE: Respiratory Protection, Head Protection, Fall Protection
- IH: Hazmat
- Training: GHS/SDS
- Plus: Facility Safety, Emergency Response, Emergency Showers & Eyewash

**The Company Profile Issue**

**Value Adds**
For all July half page or larger advertisers
- **Research!** Ad Readership Study
- **Website!** Free Product Listing
  - Hazmat
  - PPE

**Bonus Value Add**
For all half page or larger advertisers in BOTH July and October 2018
- Corporate Profile of same size as ad in July 2018 issue

August 2018
Ad close: 6/28/18 • Materials due: 7/2/18

**Special Focus**
Protective Apparel

**Feature Articles**
- Pre-NSC Coverage
- PPE: Vision Protection, Hand Protection
- IH: Gas Detection
- Training: Lockout/Tagout
- Plus: Confined Spaces, Lab Safety

**VPPPA Issue**

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

**Show Coverage/Bonus Distribution**
VPPPA Safety+, August 28-31, Nashville

September 2018
Ad close: 7/26/18 • Materials due: 7/31/18

**Special Focus**
Industrial Hygiene

**Feature Articles**
- PPE: Construction, Electrical Safety
- Training: Chemical Safety
- Plus: Emergency Showers & Eyewash, Behavior Based Safety, Winter Hazards

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

### October 2018

Ad close: 8/27/18 • Materials due: 8/30/18

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

**Special Focus**
- Hearing Protection

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

### National Safety Council Congress & Expo Issue

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

**Bonus Value Adds**
- For all half page or larger advertisers in BOTH July and October 2018
  - Corporate Profile of same size as ad in July 2018 issue
  - 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 and be promoted to our subscriber file via an e-blast.

### November 2018

Ad close: 9/28/18 • Materials due: 10/4/18

**Special Sections**
- Environmental Protection
- Healthcare

**Special Focus**
- Respiratory Protection

**Feature Articles**
- PPE: Hand Protection, Head & Face Protection
- IH: Confined Spaces
- Training: Fall Protection
- Plus: Slip & Fall

### Value Adds
- For all half page or larger advertisers
  - **Research!** Ad Readership Study
  - **Magazine!** Free Product Listing
  - **Website!** Free Product Listing

### December 2018

Ad close: 10/25/18 • Materials due: 10/29/18

**Special Focuses**
- 2018 OH&S New Product of the Year Winners
- Vision Protection

**Feature Articles**
- PPE: Protective Apparel, Electrical Safety, Welding
- IH: Gas Detection
- Training: Fire & Emergency
- Plus: Lockout/Tagout, Hazmat, Facility Safety

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

### National Safety Council Congress & Expo Issue

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

**Bonus Value Adds**
- For all half page or larger advertisers in BOTH July and October 2018
  - Corporate Profile of same size as ad in July 2018 issue
  - 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 and be promoted to our subscriber file via an e-blast.
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.
9201 Oakdale Ave., Suite 101
Chatsworth, CA 91311

Additional Advertising Resources

https://1105media.com/pages/ad-specs
Online Opportunities

ohsonline.com

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, 130 x 170 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 December 2016 BPA statement shows:

- 23,587* Twitter followers (now up to 25.4K!**)
- 3,633* Facebook likes (now up to 4,598!**)
- 1,655* LinkedIn group members (now up to 2,598!**)

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 www.linkedin.com/company/occupational-health-and-safety-magazine

Custom Media

Sponsored Tweets NEW!

Grow your business by sponsoring timely messages on our Twitter page. With 25.4K** followers, OccHealthSafety is the place to get safety professionals seeing and talking about your brand.

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.

Hot Topic Road Block Sponsorships

Target your brand with an exclusive one-month Road Block that includes all five run-of-site ad positions plus a Feature Product Listing. Site visitors enter Hot Topics via the top navigation bar. Your ads will appear on all pages within an aligned topic, reaching highly targeted traffic.

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 opportunites.

Online 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! For more information or to place a listing, call MediaBrains at 866-627-2467.
Wallpaper on ohsonline.com

Your Pair of Ads Follows Viewers as They Scroll!

Take command of the screen with wallpaper—a pair of 152x600 banners positioned on the left and right sides of the OH&S website. The banners move down the screen as viewers scroll, for continuous impact. Repeat the same image on both sides, or submit two different banners with a cohesive look.

- Images can be in .jpg, .gif or .png format.
- If supplying two different images, please include “left” and “right” in file names. The images must have a cohesive look.
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 OH&S website has a monthly average of more than 280,000 Page Impressions.*

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.

*BPA Brand Report, December 2016

Native Ad Requirements:

- 1000-2000 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.

Ask about adding additional banner ads on our site or in our e-newsletters for even more impact!
Live From Safety 2018 and NSC 2018

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 ASSP Safety 2018 and NSC 2018. 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
• Use of Live From logo to promote sponsorship NEW!
• Booth sign promoting your sponsorship NEW!
• Tweets from OH&S editors about your company, products and booth, including timely posts during the show

*Media Owner's Own Data

OH&S currently has 25.4K* Twitter followers!

**Limited Offer**
Only 4 sponsorships per show available!

Live From ASSP Safety 2018 will be live on ohsonline.com May 21 through June 18, 2018.

Live from NSC 2018 will be live on ohsonline.com October 8 through November 5, 2018.

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.
OH&S Special eDITION

Capture the attention of 65,000* potential safety buyers!

Each OH&S SPECIAL eDITION is sent to our targeted list of buyers. This information-packed product includes articles by industry experts as well as award-winning OH&S editor Jerry Laws and the OH&S editorial team.

Select your sponsorship level to take advantage of these benefits:

Bronze Sponsors receive:

- Logo on Sponsors page
- Corporate profile in eDITION
- Ad in eDITION (half page for Bronze only)
- PDF of eDITION to send out
- Link on ohsonline.com

Gold Sponsors receive all benefits above PLUS:

- Full page ad in eDITION
- 1 article in eDITION
- 1 spot in product section of eDITION
- 1 spot in product section on ohsonline.com

Platinum Sponsors receive all benefits above PLUS:

- Bonus spot in product section on eDITION (2 spots total)
- Bonus spot in product section on ohsonline.com (2 spots total)
- Sponsorship of OH&S editorial webinar

Contact us for rates.

*Media Owner’s Own Data

Ad Specs:
Full page: 11” wide x 8.5” height. Half horizontal page – 6 5/8” wide x 4 3/4” height.
File formats: PDF or Illustrator EPS. Artwork can be RGB or CMYK, 300dpi. Files must be flattened (no layers or transparencies).
Do not use stylized fonts. Embed all fonts. Bleeds not needed.
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

**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**

Launching a new product or have a special event to promote? Reserve all ad positions in one of our weekly e-newsletters, and send your marketing message to more than 65,000* safety buyers. Contact your Integrated Media Consultant for availability.

**Custom E-letters**

OH&S will work in partnership with you to create and deliver your own custom E-letter that targets your specific industry trend, technology, or audience.

---

*Media Owner's Own Data
Trade Show E-newsletters

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 AIHce, ASSP, and NSC Show Update E-newsletter is delivered to 65,000* safety buyers twice before the show, twice during the expo, and approximately one week after the show. The VPPPA Show Update E-newsletter is delivered to this audience once before, once during, and once after the show.

*Media Owner’s Own Data

Trade Show E-newsletters Dates

AIHce 2018
May 8
May 15
May 22
May 23
May 29

ASSP Safety 2018
May 22
May 29
June 5
June 6
June 12

VPPPA Safety+ 2018
August 22
August 29
September 5

NSC 2018
October 9
October 16
October 23
October 24
October 30

Ad Sizes

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

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCTOBER 2017</td>
<td></td>
</tr>
<tr>
<td>October 1</td>
<td>Spotlight - NSC New Products Post-Show</td>
</tr>
<tr>
<td>October 2</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>October 4</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>October 9</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>October 11</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>October 12</td>
<td>Spotlight - Fire Safety</td>
</tr>
<tr>
<td>October 16</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>October 18</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>October 23</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>October 24</td>
<td>IH Quarterly</td>
</tr>
<tr>
<td>October 25</td>
<td>Transportation Safety</td>
</tr>
<tr>
<td>October 26</td>
<td>Spotlight - Vision Protection</td>
</tr>
<tr>
<td>October 30</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>NOVEMBER 2017</td>
<td></td>
</tr>
<tr>
<td>November 1</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>November 2</td>
<td>Spotlight - Respiratory Protection</td>
</tr>
<tr>
<td>November 6</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>November 8</td>
<td>PPE</td>
</tr>
<tr>
<td>November 13</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>November 15</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>November 16</td>
<td>Spotlight - Hazmat</td>
</tr>
<tr>
<td>November 27</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>November 29</td>
<td>Fall Protection</td>
</tr>
<tr>
<td>DECEMBER 2017</td>
<td></td>
</tr>
<tr>
<td>December 4</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>December 5</td>
<td>Spotlight - Oil/Gas</td>
</tr>
<tr>
<td>December 6</td>
<td>OH&amp;S New Product of the Year Winners</td>
</tr>
<tr>
<td>December 11</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>December 13</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>December 14</td>
<td>Spotlight - Protective Apparel</td>
</tr>
<tr>
<td>December 18</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>December 20</td>
<td>Emergency Response</td>
</tr>
</tbody>
</table>
## E-news Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY 2018</strong></td>
<td></td>
</tr>
<tr>
<td>January 3</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 4</td>
<td>Spotlight - Oil &amp; Gas</td>
</tr>
<tr>
<td>January 8</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 10</td>
<td>Industrial Hygiene</td>
</tr>
<tr>
<td>January 16</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 17</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 18</td>
<td>Spotlight - Hand Protection</td>
</tr>
<tr>
<td>January 22</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 24</td>
<td>Training</td>
</tr>
<tr>
<td>January 29</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>January 31</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td><strong>FEBRUARY 2018</strong></td>
<td></td>
</tr>
<tr>
<td>February 1</td>
<td>Spotlight - Defibrillators &amp; CPR</td>
</tr>
<tr>
<td>February 5</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>February 7</td>
<td>Vision Protection</td>
</tr>
<tr>
<td>February 12</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>February 13</td>
<td>IH Quarterly</td>
</tr>
<tr>
<td>February 14</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>February 15</td>
<td>Spotlight - Machine Guarding</td>
</tr>
<tr>
<td>February 20</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>February 21</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>February 26</td>
<td>Respiratory Protection</td>
</tr>
<tr>
<td>February 28</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td><strong>MARCH 2018</strong></td>
<td></td>
</tr>
<tr>
<td>March 1</td>
<td>Spotlight - Transportation Safety</td>
</tr>
<tr>
<td>March 5</td>
<td>Hazmat</td>
</tr>
<tr>
<td>March 7</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>March 8</td>
<td>Spotlight - Summer Hazards/Heat Stress</td>
</tr>
<tr>
<td>March 12</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>March 14</td>
<td>PPE</td>
</tr>
<tr>
<td>March 19</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>March 21</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>March 22</td>
<td>Spotlight - Oil/Gas</td>
</tr>
<tr>
<td>March 26</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>March 28</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td><strong>APRIL 2018</strong></td>
<td></td>
</tr>
<tr>
<td>April 2</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>April 4</td>
<td>PPE: Hand Protection</td>
</tr>
<tr>
<td>April 5</td>
<td>Spotlight - Health &amp; Wellness</td>
</tr>
<tr>
<td>April 9</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>April 11</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>April 16</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>April 18</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>April 19</td>
<td>Spotlight - Foot Protection</td>
</tr>
<tr>
<td>April 23</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>April 25</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>April 26</td>
<td>IH Quarterly</td>
</tr>
<tr>
<td>April 30</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td><strong>MAY 2018</strong></td>
<td></td>
</tr>
<tr>
<td>May 2</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>May 3</td>
<td>Spotlight - Emergency Showers &amp; Eyewash</td>
</tr>
<tr>
<td>May 7</td>
<td>Training</td>
</tr>
<tr>
<td>May 9</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>May 14</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>May 16</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>May 21</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>May 23</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>May 28</td>
<td>Spotlight - ASSP New Products Pre-Show</td>
</tr>
<tr>
<td>May 30</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td><strong>JUNE 2018</strong></td>
<td></td>
</tr>
<tr>
<td>June 4</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>June 6</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>June 10</td>
<td>Spotlight - ASSP New Products Post-Show</td>
</tr>
<tr>
<td>June 11</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>June 13</td>
<td>Chemical Safety</td>
</tr>
<tr>
<td>June 14</td>
<td>Spotlight - Emergency Response</td>
</tr>
<tr>
<td>June 18</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>June 20</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>June 21</td>
<td>Spotlight - Incentives</td>
</tr>
<tr>
<td>June 25</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>June 27</td>
<td>General OH&amp;S</td>
</tr>
<tr>
<td>June 28</td>
<td>Spotlight - Noise Monitoring</td>
</tr>
</tbody>
</table>
### E-news Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Special Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JULY 2018</strong></td>
<td></td>
</tr>
<tr>
<td>July 2</td>
<td>General <em>OH&amp;S</em></td>
</tr>
<tr>
<td>July 5</td>
<td>General <em>OH&amp;S</em></td>
</tr>
<tr>
<td>July 9</td>
<td>PPE: Fall Protection</td>
</tr>
<tr>
<td>July 11</td>
<td>General <em>OH&amp;S</em></td>
</tr>
<tr>
<td>July 12</td>
<td>Spotlight - Construction Safety</td>
</tr>
<tr>
<td>July 16</td>
<td>General <em>OH&amp;S</em></td>
</tr>
<tr>
<td>July 18</td>
<td>Transportation Safety</td>
</tr>
<tr>
<td>July 23</td>
<td>General <em>OH&amp;S</em></td>
</tr>
<tr>
<td>July 25</td>
<td>General <em>OH&amp;S</em></td>
</tr>
<tr>
<td>July 26</td>
<td>Spotlight - Facility Safety</td>
</tr>
<tr>
<td>July 30</td>
<td>General <em>OH&amp;S</em></td>
</tr>
</tbody>
</table>

| **AUGUST 2018** |                                      |
| August 1      | General *OH&S*                        |
| August 6      | General *OH&S*                        |
| August 8      | General *OH&S*                        |
| August 9      | Spotlight - Hand Protection           |
| August 13     | General *OH&S*                        |
| August 15     | General *OH&S*                        |
| August 16     | IH Quarterly                          |
| August 20     | General *OH&S*                        |
| August 22     | General *OH&S*                        |
| August 23     | Spotlight - Protective Apparel        |
| August 27     | General *OH&S*                        |
| August 29     | General *OH&S*                        |
| August 30     | Spotlight - Oil/Gas                   |

| **SEPTEMBER 2018** |                                      |
| Sept. 4         | General *OH&S*                       |
| Sept. 5         | General *OH&S*                       |
| Sept. 6         | Spotlight - Fall Protection          |
| Sept. 10        | General *OH&S*                       |
| Sept. 12        | General *OH&S*                       |
| Sept. 17        | General *OH&S*                       |
| Sept. 19        | General *OH&S*                       |
| Sept. 24        | General *OH&S*                       |
| Sept. 26        | General *OH&S*                       |
| Sept. 27        | Spotlight - Incentives               |

| **OCTOBER 2017** |                                      |
| October 1       | General *OH&S*                        |
| October 3       | General *OH&S*                        |
| October 8       | General *OH&S*                        |
| October 10      | General *OH&S*                        |
| October 11      | Spotlight - Fire Safety               |
| October 14      | Spotlight - NSC New Products Pre-Show |
| October 15      | General *OH&S*                        |
| October 17      | General *OH&S*                        |
| October 18      | IH Quarterly                          |
| October 22      | General *OH&S*                        |
| October 24      | Transportation Safety                 |
| October 25      | Spotlight - Vision Protection         |
| October 28      | Spotlight - NSC New Products Post-Show|
| October 29      | General *OH&S*                        |
| October 31      | General *OH&S*                        |

| **NOVEMBER 2018** |                                      |
| November 5      | General *OH&S*                        |
| November 8      | Spotlight - Respiratory Protection    |
| November 7      | General *OH&S*                        |
| November 12     | PPE                                   |
| November 14     | General *OH&S*                        |
| November 15     | Spotlight - Hazmat                    |
| November 19     | General *OH&S*                        |
| November 26     | General *OH&S*                        |
| November 28     | Fall Protection                       |

| **DECEMBER 2018** |                                      |
| December 3      | General *OH&S*                        |
| December 5      | *OH&S* New Product of the Year Winners|
| December 6      | Spotlight - Oil/Gas                   |
| December 10     | General *OH&S*                        |
| December 12     | General *OH&S*                        |
| December 13     | Spotlight - Protective Apparel        |
| December 17     | General *OH&S*                        |
| December 19     | Emergency Response                    |
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 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.

2017 editorial webinars included:
- Hugh Hoagland - Electrical Safety/Arc Flash
- Marijuana/Drug Testing
- Fall Protection
- Confined Spaces
- Vision Protection
- Oil & Gas
- Construction
- Utilities
- Respiratory

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 e-blasts 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.
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
Featured 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
Hot Topic Road Block Sponsorship: Exclusive 1-month Road Block including ROS ad positions and Featured Product Listing (150x150 ad + 60-word description)
Dog Ear/Peel Back
6 months or more
Wallpaper—4 sponsors
(2) 152x600 banners in cohesive design
640 x 480 Welcome Mat 40K max file size
White Paper or Vendor Library Hosting

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
Single Issue Exclusive Sponsorship
Custom eLetter
Custom eLetter with Video

Spotlight 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 Doubleclick DFP.

Acceptable Files - 80K maximum file size
Gif or JPG files (includes animated GIF files)
Flash files (no lower than Flash Player version 7 and no higher than version 10.1)

We advise agencies and advertisers to develop animated banners in HTML5 as upcoming versions of Chrome and Firefox will auto-pause Flash banners. Please note that we can only serve HTML5 creative through third-party tags. HTML5 ad design and development guidance can be found here:
http://www.iab.net/media/file/HTML5_DAv1_0_Draft_05-06-13.pdf

When submitting flash files, please be sure to implement the Click Tag variable in place of the click URL (see directions below).

How to Embed Click Tags:
1. Open or create a new Flash document. Set the file to Actionscript 2.0. If you are using an existing Flash file, go to File > Publish Settings and make sure it's set to Actionscript 2.0.
2. Insert a new layer on the root timeline, at the top of all layers and name it button (or name of your choice). This MUST be the topmost layer in your file.
3. Draw a shape over the entire canvas, convert to a BUTTON symbol. Set the alpha transparency of the symbol to 0% so that the button is invisible. On the button symbol timeline, make sure the frame is on the "Hit" keyframe ONLY.
4. Open the Actions panel (Window > Actions).
5. Select the button symbol on the canvas. You should see it selected in your timeline. In the Button Actions panel, paste the following code:
   on (release) {
      getURL(_level0.clickTAG, "_blank");
   }
6. NOTE: When inserting a value for the Instance name DO NOT use clickTag, clickTAG, or ClickTag. It is best to not use the term click tag, as it can conflict with the ad system. This should also be taken into consideration when naming layers.
7. Save and publish your file to Flash 7 or above.

A standard GIF or JPG ad must be submitted with any rich media ad (for when a user does not accept to display rich media ads).

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 is 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 send Javascript/Standard or Standard tags only. If using DFA, please send internal redirect tags. When submitting third-party tags, please make sure they are https://

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

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 max 80K file size
Audio Initiation After Expansion: User controlled with click

Subsequent Load: The file size should be between 70-80K.
In-baner Video: We can accommodate as long as it fits into the max 40K file size.
Max Animation Time: 10-15 seconds
Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
Concurrent Video/Animation: 25-30 seconds
Expandable Hotspot Limitation: No limitations

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

The O5 Group
The O5 Group, the marketing services group of 1105 Media, is comprised of the best writers, designers, content experts, techies, planners and researchers in the business. Our goal is to help clients to engage their audience through marketing solutions that work. Services include content creation, design services, branding, infographics, event management, websites, research, and custom publications.

Baxter Ad Readership Studies
What better way to evaluate your ad than to survey the actual buyers or specifiers for your goods and services? Four times a year, Occupational Health & Safety sponsors an independent ad readership study 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
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.

Buying Plan Surveys
Wouldn’t you like to be able to read your customers’ minds? You can with the help of Occupational Health & Safety’s Buying Plan Surveys. They’re an unbeatable way to determine what your customers plan to purchase. Each month, we run a survey to find out which products/services our subscribers plan to buy, when they plan to buy, and how much they plan to spend.

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. www.magreprints.com/QuickQuote.asp

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

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

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

Print Materials
Tess Antonio
tantonio@1105media.com
818-814-5371

Online Materials
Tim Bobko
tbobko@1105media.com
818-814-5325

Webinar Materials
Tammy Renne
trenne@1105media.com
972-687-6776

Address
14901 Quorum Drive
Suite 425
Dallas, TX 75254

Editorial
Jerry Laws
Editor
jlaws@1105media.com

Brent Dirks
E-news Editor
bdirks@1105media.com

Sydney Shepard
Content Development
sshepard@1105media.com

1105 Media Infrastructure Solutions Group
Kevin O’Grady
President & Group Publisher
kogrady@1105media.com

Irene Fincher
Group Circulation Director
ifincher@1105media.com

Susan May
Group Marketing Director
smay@1105media.com

Scott Newhouse
Group Website Manager
snewhouse@1105media.com

Tammy Renne
Group Webinar Administrator
trenne@1105media.com

Sydney Shepard
Group Social Media Editor
sshepard@1105media.com