OH&S
OCCUPATIONAL HEALTH & SAFETY

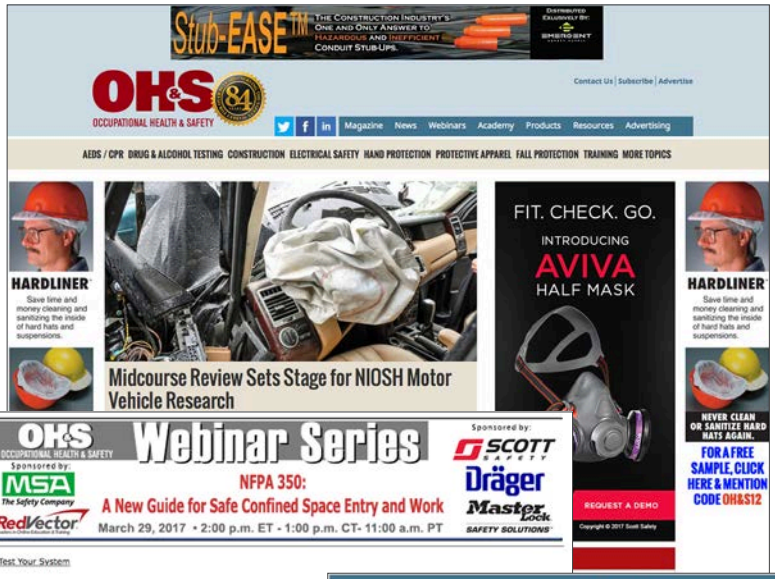
ohsonline.com

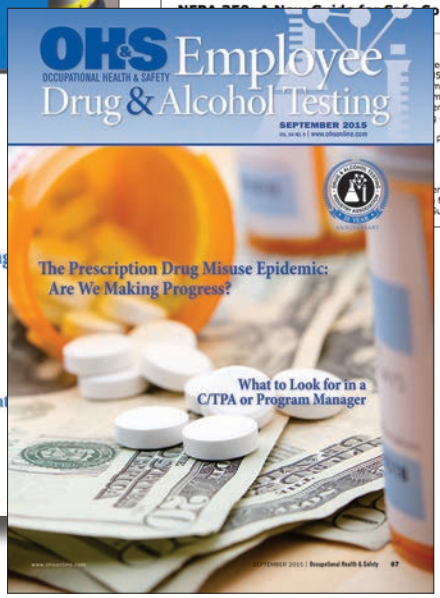
MEDIA PLANNER

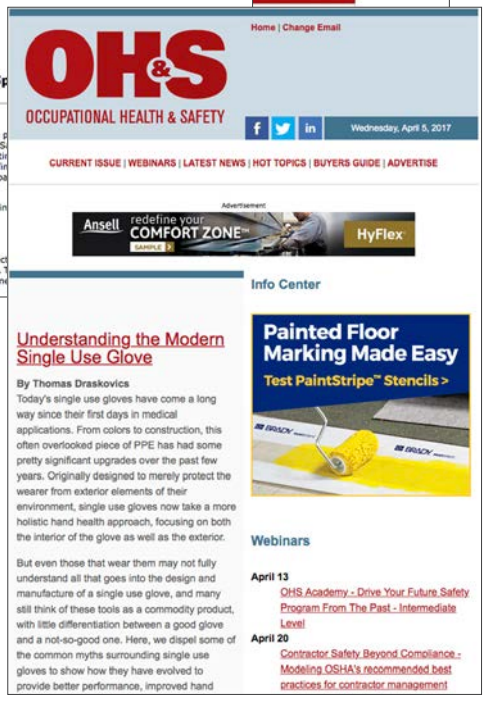
June 2017 - May 2018

Media for Safety Professionals

Magazine • Webinars • E-Media • Custom Publishing • Research • Events







OVER 85 YEARS • SERVING THE SAFETY MARKET FOR 85 YEARS

14901 Quorum Drive, Suite 425 • Dallas, TX 75254 • 972-687-6700 • ohsonline.com

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Media for Safety Professionals

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 87,267* 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.

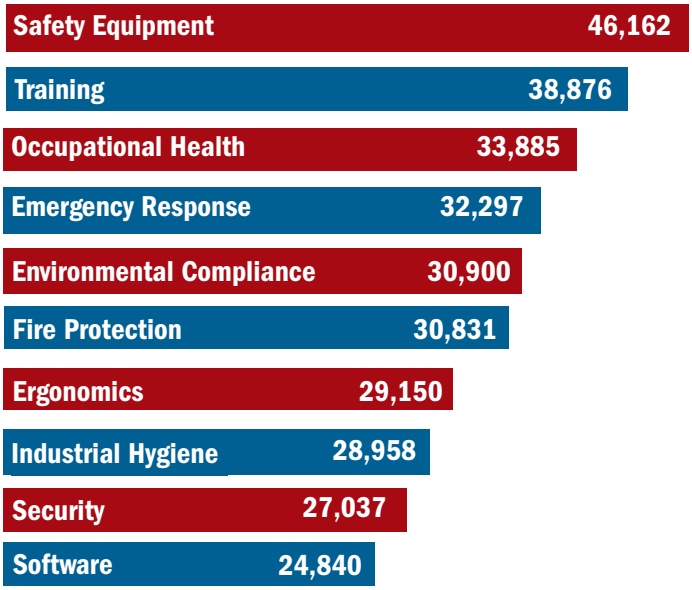
Online Lead Generation and More

- 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**—24.4K** as of April 2017!

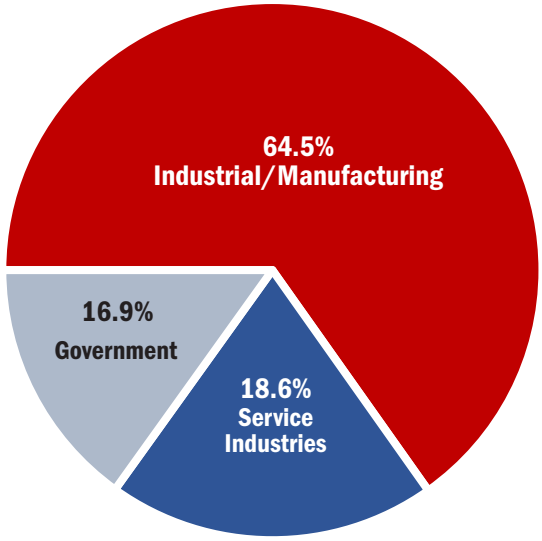
Responsive — Engaged — Interactive

- Over 75,000* subscribers receive *OH&S* by direct request.
- We have over 24,000** 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*



OH&S reaches 60,797* buyers and specifiers!



Circulation That Counts*

Business Breakout

Industrial/Manufacturing	56,279
Service Industries	16,238
Government	14,750
TOTAL	**87,267**

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

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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.

BPA WORLDWIDE

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-degreee view of your audience.

omeda

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 2017
  - Winners coverage in December

BAXTER RESEARCH CENTER

OH&S OCCUPATIONAL HEALTH & SAFETY 2017 NEW PRODUCT OF THE YEAR

Magazine • Webinars • E-Media • Custom Publishing • Research • Events

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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 subscibers 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

"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 infomation 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 read *Occupational Health & Safety*] to keep updated on new products and be aware of the new changes in the industry."
—Mgr.

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

"[I read *Occupational Health & Safety* for] updates and educational purposes. It provides me with tools and ideas to further my goals in the safety field."
—Director of Safety

"Love the easily accessible information on topics that are very relevant to me and the work I do with over 85 clients."
—Risk Management Consultant

*Baxter Research, July 2016 mediaView Quarterly

Editorial Calendar

June 2017

Ad close: 4/28/17 • Materials due: 5/3/17

ASSE Safety 2017 Issue

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

Bonus Value Add
For all quarter page or larger advertisers exhibiting at ASSE Safety 2017

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.

Show Coverage/Bonus Distribution
ASSE Safety 2017, June 19-21, Denver
Incentive Marketing Association Summit, July 24-26, Orlando

July 2017

Ad close: 5/31/17 • Materials due: 6/2/17

The Company Profile Issue

Special Section
Construction Safety

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

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 September 2017

- Corporate Profile of same size as ad in July 2017 issue

Editorial Webinars

- Construction
- Hugh Hoagland — Electrical Safety/Arc Flash

August 2017

Ad close: 6/28/17 • Materials due: 6/30/17

VPPPA Issue

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

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 29 - September 1, New Orleans

Editorial Webinar

- Fall Protection

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Editorial Calendar

September 2017

Ad close: 7/26/17 • Materials due: 7/31/17

National Safety Council Congress & Expo Issue

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

Value Adds
For all half page or larger advertisers

- **Magazine!** Free Product Listing
  Product Spotlight for foot, hearing protection advertisers
- **Website!** Free Product Listing
  Drug Testing
  NSC New Products

Show Coverage/Bonus Distribution
NSC, September 25-27, Indianapolis
ASIS, September 26-28, Dallas

Bonus Value Adds
For all half page or larger advertisers in BOTH July and September 2017
- Corporate Profile of same size as ad in July 2017 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.

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

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Editorial Calendar

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

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

National Heart Month

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

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Editorial Calendar

March 2018

National Facilities Management & Technology (NFMT) Issue

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

Show Coverage/Bonus Distribution
NFMT, March 20-22, Baltimore

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 foot protection, fall protection advertisers
- **Website!** Free Product Listing
  Hand Protection, Gas Monitoring

May 2018

AIHce Issue

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 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

AIHce 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.

Show Coverage/Bonus Distribution
AIHce, May 21-23, Philadelphia

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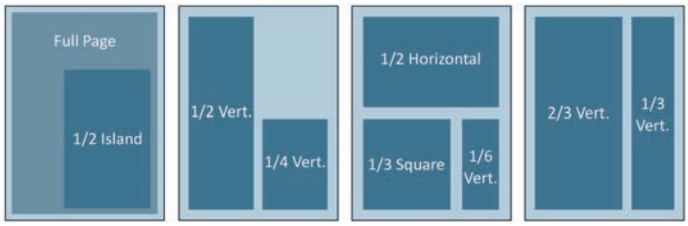
Magazine Ad Specs

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

	Live	Trim	Bleed
Full Page	7 1/8 x 10	7 5/8 x 10 1/2	7 7/8 x 10 3/4
Spread	14 3/4 x 10	15 1/4 x 10 1/2	15 1/2 x 10 3/4
2/3 Vertical	n/a	4 3/8 x 9 3/4	n/a
½ Horizontal	n/a	6 5/8 x 4 3/4	n/a
½ Island	n/a	4 3/8 x 6 5/8	n/a
1/2 Vertical	n/a	3 1/4 x 9 3/4	n/a
1/3 Vertical	n/a	2 1/8 x 9 3/4	n/a
1/3 Square	n/a	4 3/8 x 4 3/4	n/a
1/4 Vertical	n/a	3 1/4 x 4 3/4	n/a
1/6 Vertical	n/a	2 1/8 x 4 3/4	n/a



All ads are to scale.

Acceptable File Formats

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

Preparing native files for printable PDFs

Multiple pages need to be submitted as single page files.
Artwork must be CMYK, minimum 300 dpi.
Files must be flattened (no layers or transparencies).
Set bleeds 1/8" beyond trim.
DO NOT use stylized fonts.
Embed all fonts.
Overall density of CMYK colors cannot exceed 300%.
Set trim marks with a 12-point offset so the marks don't overlap the bleed.

Preparing native files for printable Illustrator EPS

Artwork must be CMYK, minimum 300 dpi.
Files must be flattened (no layers).
Set bleeds 1/8" beyond trim.
Fonts must be embedded or converted to outlines.
Overall density of CMYK colors cannot exceed 300%.
Set trim marks so they don't overlap the bleed.

Submitting Digital Files

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

Uploading to FTP

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

Host: ftp://ads.1105media.com
User ID: 1105user
Password: 1105pass
Directory: /1105external/production/[magazine title]
Tip: You'll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

FileZilla Instructions

1. To install, go to https://filezilla-project.org and click on Download FileZilla Client.
2. Open FileZilla and enter Host, User Name, Password, and Port 21.
3. Click on the Quick Connect button at upper right.
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

Proofs

If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction. Send proofs to:
Production Coordinator
OH&S, [issue date]
1105 Media, Inc.
9201 Oakdale Ave., Suite 101
Chatsworth, CA 91311

Additional Advertising Resources

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

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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 24.4K!**)
3,633* Facebook likes (now up to 3,981!**)
1,655* LinkedIn group members (now up to 1,861!**)
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

Sponsored Tweets NEW!

Grow your business by sponsoring timely messages on our Twitter page. With 24.4K** 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

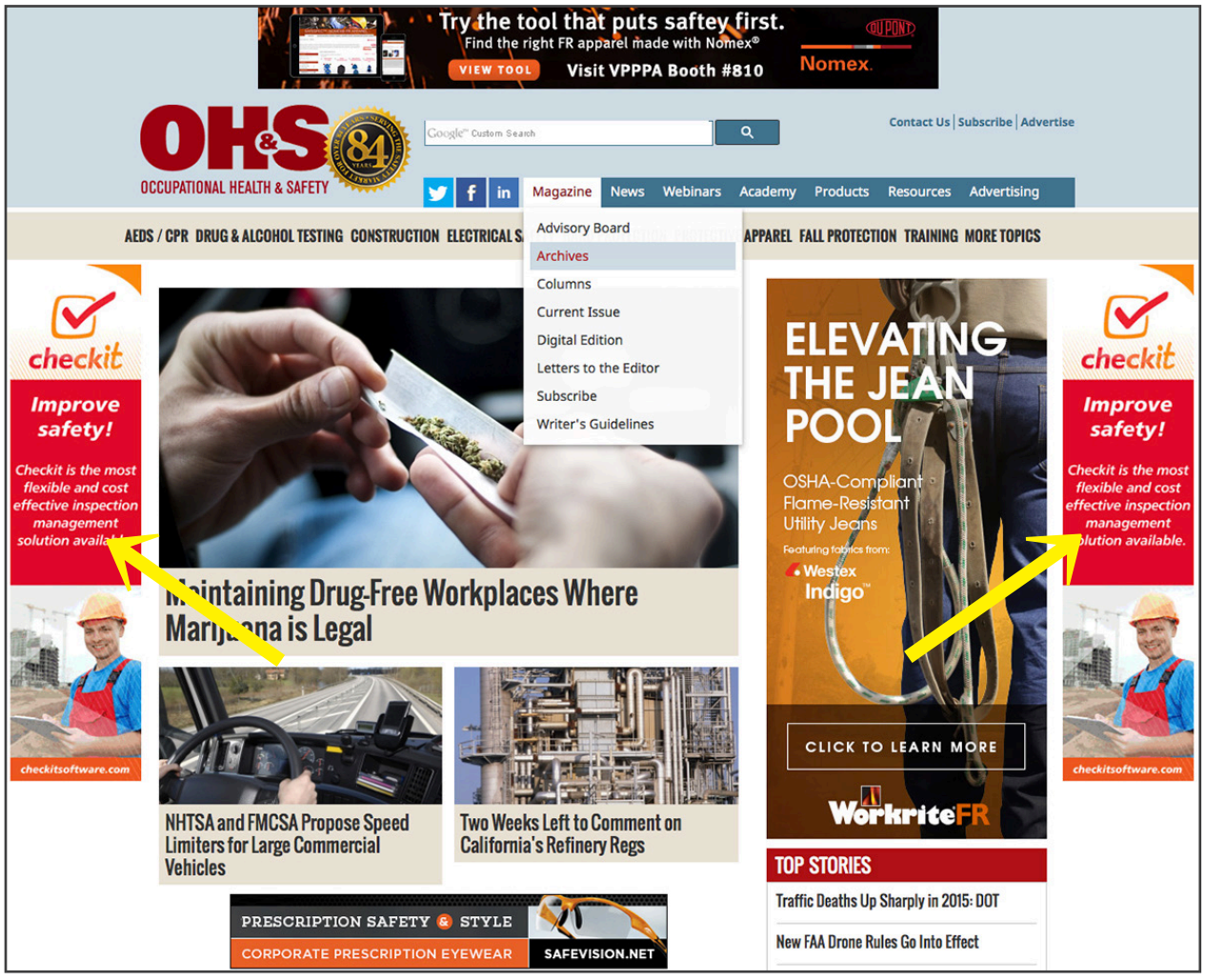
Give your customers easy access to your safety solutions with the *OH&S* online industry directory. Safety professionals turn to the *OH&S* website for the latest industry news, products, and services. Make sure your product or service is part of what they see! For more information or to place a listing, call MediaBrains at 866-627-2467.

*BPA Brand Report, December 2016
**Media Owner's Own Data, April 2017

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.

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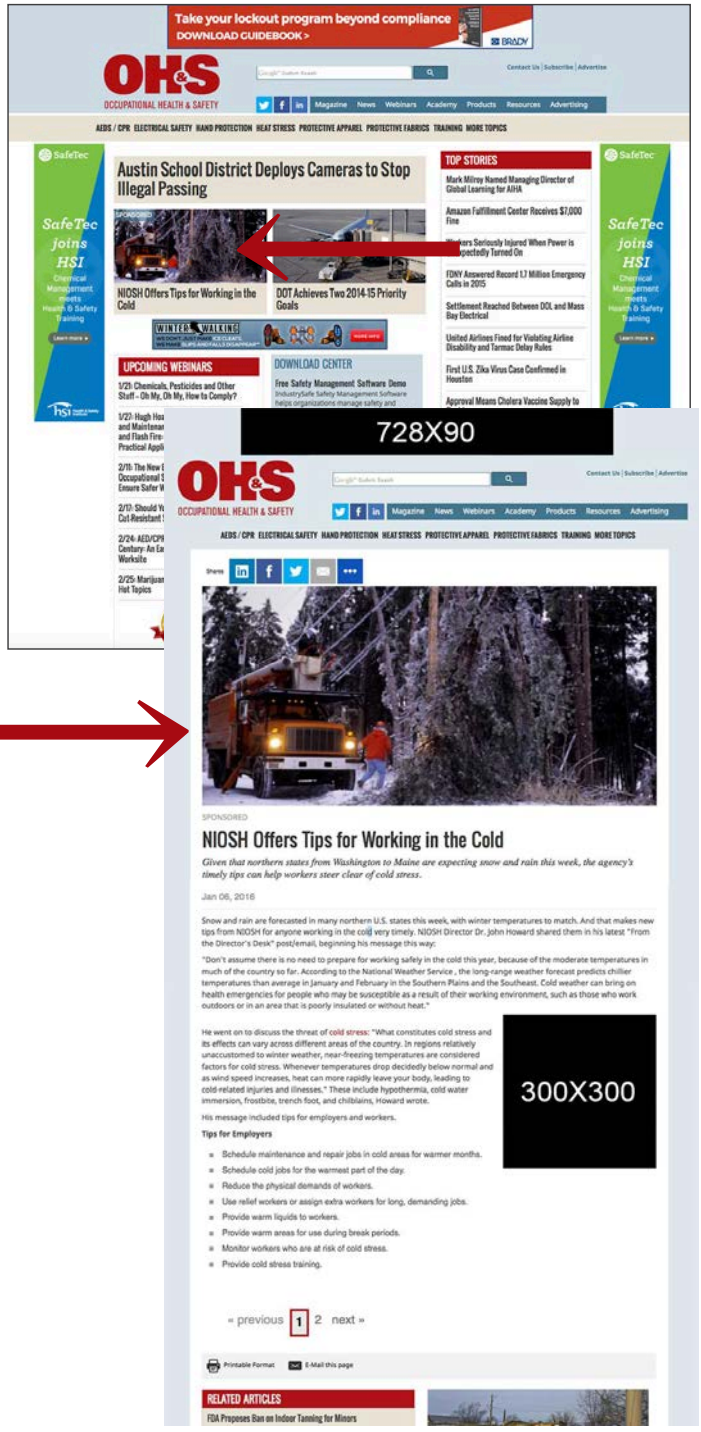
Native Advertising on ohsonline.com

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 280,301 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*

Ask about adding additional banner ads on our site or in our e-newsletters for even more impact!

Magazine • Webinars • E-Media • Custom Publishing • Research • Events

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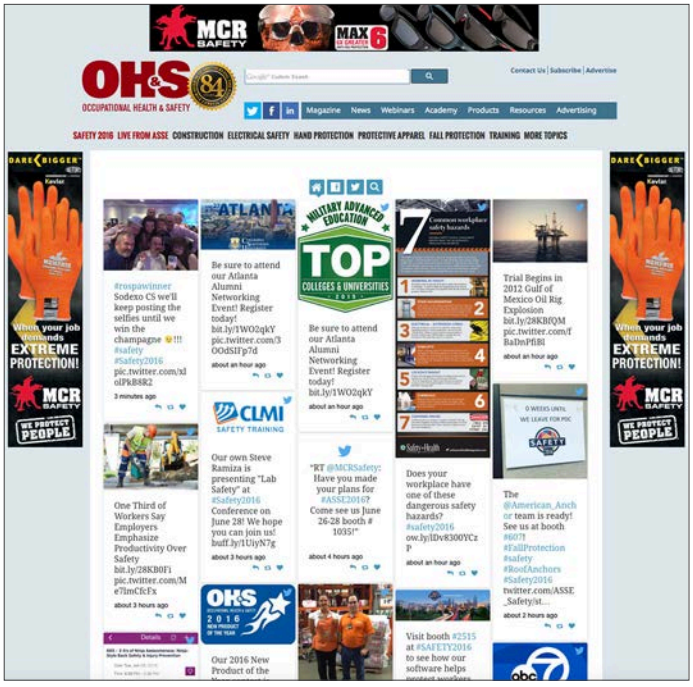
Live From Safety 2017 and NSC 2017

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 ASSE Safety 2017 and NSC 2017. 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**

OH&S currently has 24.4K* Twitter followers!

**Media Owner's Own Data*

Contact us for rates.

Limited Offer Only 4 sponsorships per show available!

Live From ASSE Safety 2017 will be live on ohsonline.com June 6 through July 5, 2017.

Live from NSC 2017 will be live on ohsonline.com September 11 through October 9, 2017.

FOLIO: 2016 MARKETING AWARDS WINNER

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 OCCUPATIONAL HEALTH & SAFETY

ohsonline.com

Media for Safety 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*

Planned 2017 eDITIONS:

- Construction - July
- Electrical Safety - August
- Oil & Gas - November

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

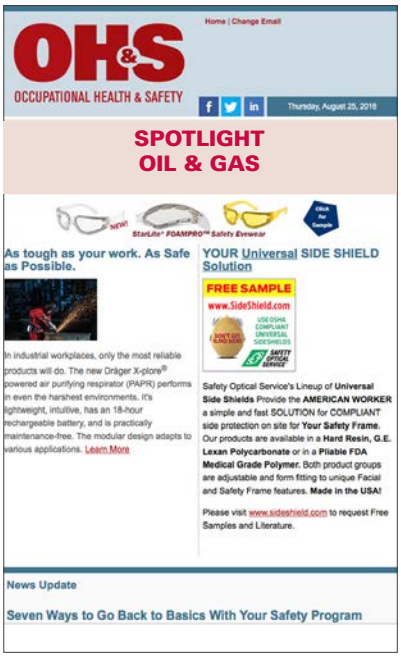
Twice weekly, the *Occupational Health & Safety* E-newsletter is sent to more than 65,000* safety buyers. Each E-newsletter provides critical news bulletins, events, product information and compliance tips. Print and online packages are available.

OH&S 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 E-View

Send out your published *OH&S* article from 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.

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**, **ASSE**, 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** and **A+A** 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 2017
May 23
May 30
June 6
June 7
June 13

ASSE Safety 2017
June 6
June 13
June 20
June 21
June 27

VPPPA 2017
August 23
August 30
September 6

NSC 2017
September 12
September 19
September 26
September 27
October 3

A+A 2017
August 3
October 19
October 26

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.

OH&S
OCCUPATIONAL HEALTH & SAFETY

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Media for Safety Professionals

E-news Editorial Calendar

Issue	Special Focus
MAY 2017	
May 1	General *OH&S*
May 3	Training
May 4	Spotlight - Emergency Showers & Eyewash
May 8	General *OH&S*
May 10	General *OH&S*
May 15	General *OH&S*
May 17	General *OH&S*
May 22	General *OH&S*
May 24	General *OH&S*
May 25	Spotlight - Emergency Response
May 31	General *OH&S*
JUNE 2017	
June 5	General *OH&S*
June 7	General *OH&S*
June 8	Spotlight - ASSE New Products Pre-Show
June 12	General *OH&S*
June 14	Chemical Safety
June 15	Spotlight - Incentives
June 19	General *OH&S*
June 21	General *OH&S*
June 26	General *OH&S*
June 28	General *OH&S*
June 29	Spotlight - Noise Monitoring
June 30	Spotlight - ASSE New Products Post-Show
JULY 2017	
July 3	General *OH&S*
July 5	General *OH&S*
July 10	PPE: Fall Protection
July 12	General *OH&S*
July 13	Spotlight - Construction Safety
July 17	General *OH&S*
July 19	Transportation Safety
July 24	General *OH&S*
July 26	General *OH&S*
July 27	Spotlight - Facility Safety
July 31	General *OH&S*

Issue	Special Focus
AUGUST 2017	
August 2	General *OH&S*
August 7	General *OH&S*
August 9	General *OH&S*
August 10	Spotlight - Hand Protection
August 14	General *OH&S*
August 15	IH Quarterly
August 16	General *OH&S*
August 17	Spotlight - Protective Apparel
August 21	General *OH&S*
August 23	General *OH&S*
August 28	General *OH&S*
August 30	General *OH&S*
August 31	Spotlight - Oil/Gas
SEPTEMBER 2017	
Sept. 5	General *OH&S*
Sept. 6	General *OH&S*
Sept. 7	Spotlight - Fall Protection
Sept. 11	General *OH&S*
Sept. 13	General *OH&S*
Sept. 18	General *OH&S*
Sept. 20	General *OH&S*
Sept. 21	Spotlight - NSC New Products Pre-Show
Sept. 25	General *OH&S*
Sept. 27	General *OH&S*
Sept. 28	Spotlight - Incentives
OCTOBER 2017	
October 2	General *OH&S*
October 4	General *OH&S*
October 5	Spotlight - NSC New Products Post-Show
October 9	General *OH&S*
October 11	General *OH&S*
October 12	Spotlight - Fire Safety
October 16	General *OH&S*
October 18	General *OH&S*
October 23	General *OH&S*
October 24	IH Quarterly
October 25	Transportation Safety
October 26	Spotlight - Vision Protection
October 30	General *OH&S*

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Media for Safety Professionals

E-news Editorial Calendar

Issue	Special Focus
NOVEMBER 2017	
November 1	General *OH&S*
November 2	Spotlight - Respiratory Protection
November 6	General *OH&S*
November 8	PPE
November 13	General *OH&S*
November 15	General *OH&S*
November 16	Spotlight - Hazmat
November 27	General *OH&S*
November 29	Fall Protection
DECEMBER 2017	
December 4	General *OH&S*
December 5	Spotlight - Oil/Gas
December 6	*OH&S* New Product of the Year Winners
December 11	General *OH&S*
December 13	General *OH&S*
December 14	Spotlight - Protective Apparel
December 18	General *OH&S*
December 20	Emergency Response
JANUARY 2018	
January 3	General *OH&S*
January 4	Spotlight - Oil & Gas
January 8	General *OH&S*
January 10	Industrial Hygiene
January 16	General *OH&S*
January 17	General *OH&S*
January 18	Spotlight - Hand Protection
January 22	General *OH&S*
January 24	Training
January 29	General *OH&S*
January 31	General *OH&S*

Issue	Special Focus
FEBRUARY 2018	
February 1	Spotlight - Defibrillators & CPR
February 5	General *OH&S*
February 7	Vision Protection
February 12	General *OH&S*
February 13	IH Quarterly
February 14	General *OH&S*
February 15	Spotlight - Machine Guarding
February 20	General *OH&S*
February 21	General *OH&S*
February 26	Respiratory Protecton
February 28	General *OH&S*
MARCH 2018	
March 1	Spotlight - Transportation Safety
March 5	Hazmat
March 7	General *OH&S*
March 8	Spotlight - Summer Hazards/Heat Stress
March 12	General *OH&S*
March 14	PPE
March 19	General *OH&S*
March 21	General *OH&S*
March 22	Spotlight - Oil/Gas
March 26	General *OH&S*
March 28	General *OH&S*
APRIL 2018	
April 2	General *OH&S*
April 4	PPE: Hand Protection
April 5	Spotlight - Health & Wellness
April 9	General *OH&S*
April 11	General *OH&S*
April 16	General *OH&S*
April 18	General *OH&S*
April 19	Spotlight - Foot Protection
April 23	General *OH&S*
April 25	General *OH&S*
April 26	IH Quarterly
April 30	General *OH&S*

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.

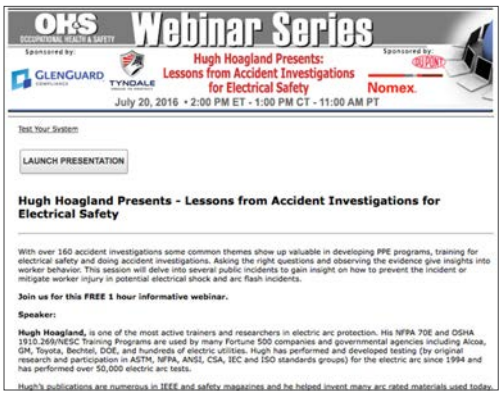
That's why *Occupational Health & Safety* offers a turnkey webinar solution that allows health & safety products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

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.

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

"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.



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.

*Media Owner's Own Data

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Online Ad Options

Call for pricing.

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-Guide Program
(3) white papers/case studies or articles

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 advertisers and agencies 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-banner 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 05 Group

The 05 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 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**.

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