What Should You Know When Purchasing a WBGT Instrument?

BREAKTHROUGH STRATEGIES: LEADING EXPECTATIONS

SEPTEMBER 2016 • VOL. 85 NO. 9 • www.ohsonline.com

Media for Safety Professionals
Magazine • Webinars • E-Media • Custom Publishing • Research • Events

14901 Quorum Drive, Suite 425 • Dallas, TX 75254 • 972-687-6700 • ohsonline.com
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 87,627* 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 283,168* monthly page impressions and 108,629* unique browsers at [ohsonline.com](#)—designed for easy viewing on tablets!
- Join our growing number of Twitter followers—23.4K** as of December 2016!

### Responsive — Engaged — Interactive
- Over 74,000* subscribers receive *OH&S* by direct request.
- We have over 23,000** Twitter followers!
- Subscribers pass along their issues of *OH&S* to 1.2*** — shared with over 100,000 more professionals!
- *OH&S* editorial webinars attract an average of over 1,000** registrants!

### Circulation That Counts*

<table>
<thead>
<tr>
<th>Business Breakout</th>
<th>Count</th>
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<tr>
<td>Government</td>
<td>13,241</td>
</tr>
</tbody>
</table>

**TOTAL** 87,627

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*BPA Brand Report, June 2016  
**Media Owner’s Own Data  
***Baxter Research, July 2016 mediaView Quarterly
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 2017 - 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

“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

“OHS helps me to keep up with the latest technologies and informs me of recent changes in rules, regulations and standards.”
—Office Safety Administrator

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

“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] to keep updated on new products and be aware of the new changes in the industry.”
—Mgr.

“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

“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

January 2017
Ad close: 11/21/16 • Materials due: 11/29/16

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 2017
Ad close: 1/6/17 • Materials due: 1/10/17

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 2017
Ad close: 1/25/17 • Materials due: 1/30/17

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 Facilities Management & Technology (NFMT) Issue
Show Coverage/Bonus Distribution
NFMT, March 7-9, Baltimore
## Editorial Calendar

### April 2017
Ad close: 2/27/17 • Materials due: 3/2/17

**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 2017
Ad close: 3/28/17 • Materials due: 3/31/17

**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

### June 2017
Ad close: 4/28/17 • Materials due: 5/3/17

**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 Issue
  - ASSE, June 5-7, Seattle
  - Incentive Marketing Association Summit, July 24-26, Orlando
Editorial Calendar

**July 2017**
Ad close: 5/31/17 • Materials due: 6/2/17

**Special Section**
Construction Safety

**Feature Articles**
PPE: Respiratory Protection, Head Protection, Fall Protection
IH: Hazmat
Training: GHS/SDS

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

**August 2017**
Ad close: 6/28/17 • Materials due: 6/30/17

**Special Focus**
Protective Apparel

**Feature Articles**
Pre-NSC Coverage
PPE: Vision Protection, Hand Protection
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**
VPPA, August 29 - September 1, New Orleans

**September 2017**
Ad close: 7/26/17 • Materials due: 7/31/17

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

**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

**Bonus Value Add**
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.
# Editorial Calendar

## 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

## 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

## 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
Magazine Ad Specs

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

<table>
<thead>
<tr>
<th></th>
<th>Live</th>
<th>Trim</th>
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</thead>
<tbody>
<tr>
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<td>7 7/8 x 10 3/4</td>
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<tr>
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<td>14 3/4 x 10</td>
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<td>½ Horizontal</td>
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<tr>
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<tr>
<td>1/3 Vertical</td>
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<td>1/3 Square</td>
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<td>3 1/4 x 4 3/4</td>
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<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 [magazine title], [issue date] 1105 Media, Inc. 9201 Oakdale Ave., Suite 101 Chatsworth, CA 91311

Additional Advertising Resources

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

**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 June 2016 BPA statement shows:
- 22,545* Twitter followers (now up to 23.4K!**)
- 2,655* Facebook likes
- 1,429* LinkedIn group members

Look for our numbers to grow even higher in 2017!

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 23.4K** 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, June 2016
** Media Owner’s Own Data, December 2016
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 283,000 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, June 2016

Ask about adding additional banner ads on our site or in our e-newsletters for even more impact!
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
• Tweets from OH&S editors about your company, products and booth, including timely posts during the show
OH&S currently has 23.4K* Twitter followers!

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.

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:**
Page size: 11" wide x 8.5" height. Ad File formats: PDF, Illustrator, or EPS (not less than 72dpi at size).
Fonts: all fonts must be outlined. Color: RGB. Half horizontal page – 6 5/8" wide x 4 3/4" height (bleed n/a). Full page – 11" wide x 8.5" height bleed size (physical bleed 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 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.

**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.

*Media Owner’s Own Data*
### E-news Editorial Calendar

<table>
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<tr>
<th>Issue</th>
<th>Special Focus</th>
<th>Issue</th>
<th>Special Focus</th>
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<td><strong>JANUARY 2017</strong></td>
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<td><strong>APRIL 2017</strong></td>
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<tr>
<td>January 4</td>
<td>General OH&amp;S</td>
<td>April 3</td>
<td>General OH&amp;S</td>
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<tr>
<td>January 5</td>
<td>Spotlight - Oil &amp; Gas</td>
<td>April 5</td>
<td>PPE: Hand Protection</td>
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<td>January 9</td>
<td>General OH&amp;S</td>
<td>April 6</td>
<td>Spotlight - Health &amp; Wellness</td>
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# E-news Editorial Calendar

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<td>OH&amp;S New Product of the Year Winners</td>
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<td>Emergency Response</td>
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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 Q1 of 2017 include:
Hugh Hoagland - Electrical Safety/Arc Flash
Marijuana/Drug Testing
Plus More!

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
- E-blasts to Occupational Health & Safety magazine subscribers and 65,000* targeted Occupational Health & Safety e-news subscribers
- Reminder e-mails prior to webinar
- 30-day webinar registration link on ohsonline.com’s home page
- Creation of custom-designed user interface
- Audio delivery and presentation coordination
- Optional real-time polling and Q&A during the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

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

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

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

* Media Owner’s Own Data
Online Ad Options

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
336 x 280 Bulky Box—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

Product 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 ClickTag variable in place of the click URL (see directions below).

**How to Embed ClickTags:**

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:

   ```javascript
   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 Elena Sipagan at esipagan@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 Elena Sipagan at esipagan@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 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

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