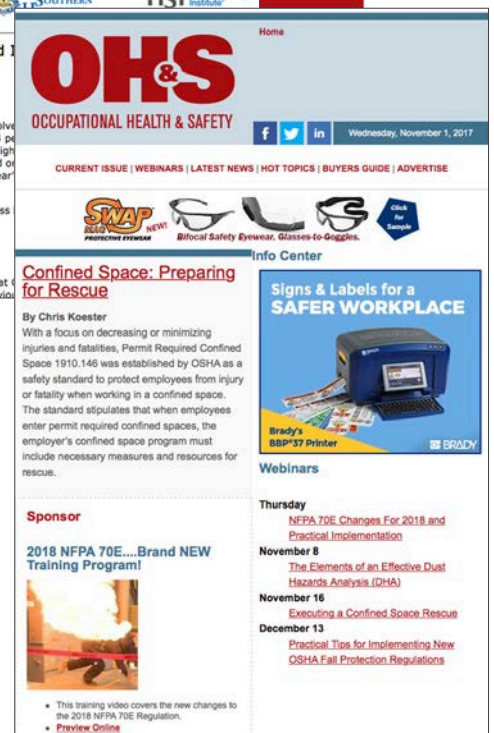
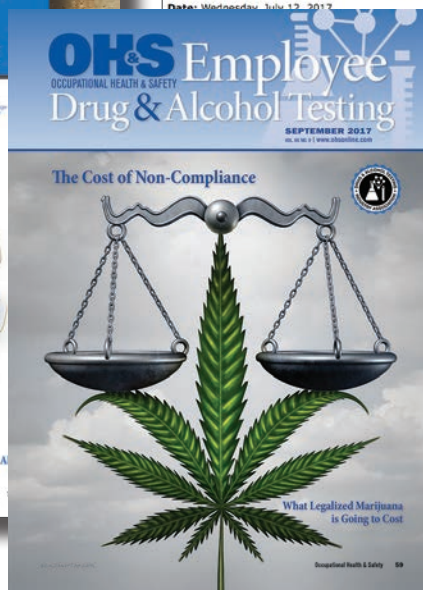
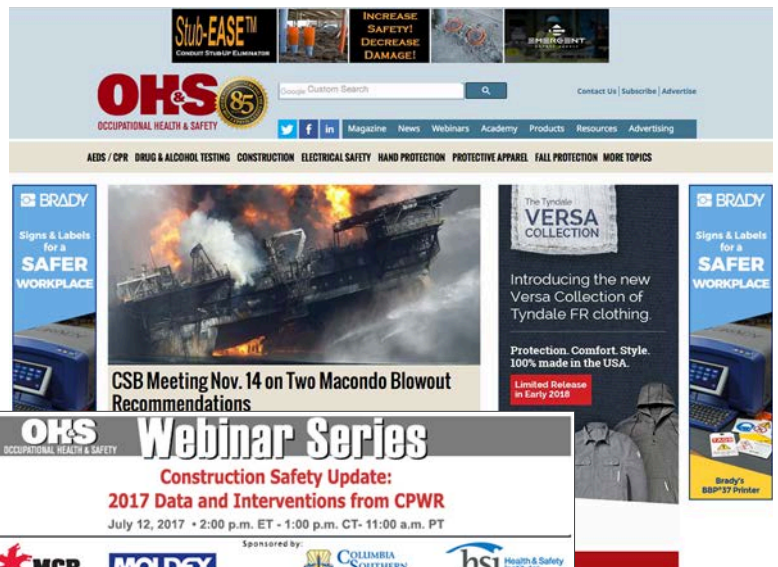
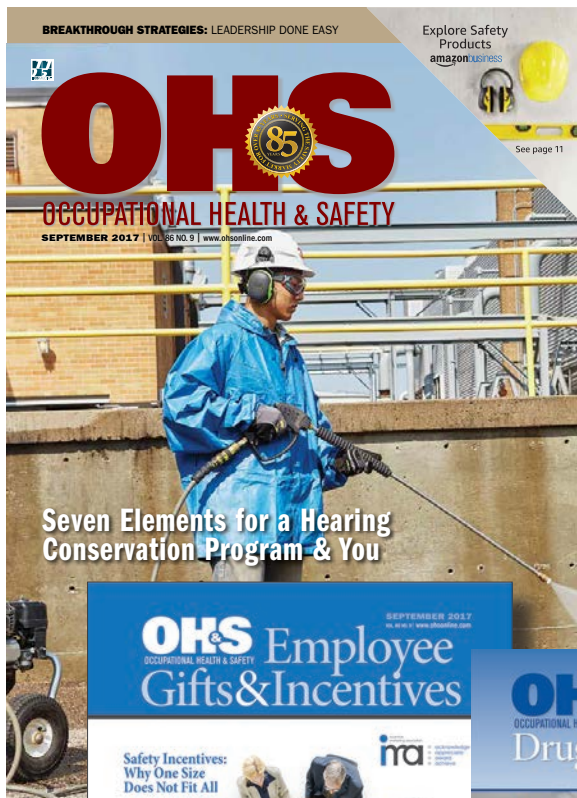


## Media for Safety Professionals

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



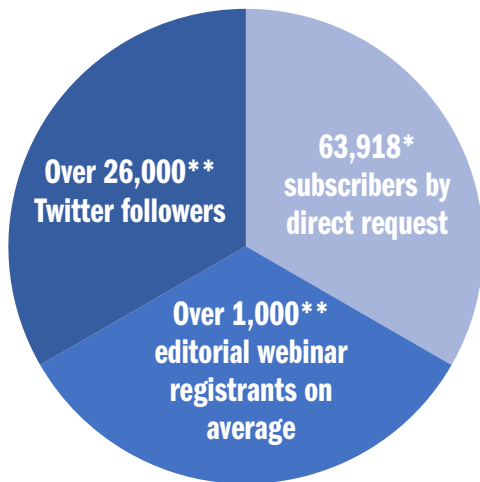
## Covering the Industry Triad ... and More!

Occupational Health & Safety has been an industry leader since 1932 and continues to provide an effective collection of media outlets for promoting your health and safety products and services. In addition to providing the best coverage on niche health & safety issues, we focus on the industry triad:

- **Personal Protective Equipment**
- **Industrial Hygiene**
- **Training**

OH&S reaches **86,817\*** subscribers in health, safety, industrial hygiene, security, environment and government. Our circulation in units served shows OH&S delivers to **70,116\*\*** separate facilities each month. This represents the broadest market coverage for your advertising message.

## Responsive – Engaged – Interactive



## Online Lead Generation and More

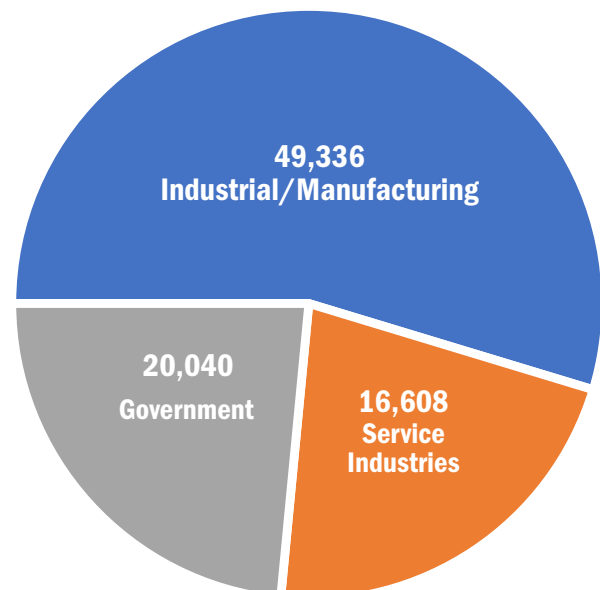
- Reach 65,000\*\* safety buyers with a variety of **OH&S e-letters and custom e-letters**.
- Receive a guarantee of 300\*\* targeted leads with our **custom and editorial webinars**.
- Take advantage of our average of 351,012\* monthly average pageviews and 135,228\* monthly users at **ohsonline.com—designed for easy viewing on tablets!**
- Join our growing number of **Twitter followers**—26.4K\*\* as of May 2018!

## Buying Responsibility\*

Safety Equipment	44,784
Training	36,902
Occupational Health	32,358
Environmental Compliance	30,197
Fire Protection	29,890
Emergency Response	29,736
Ergonomics	28,595
Industrial Hygiene	28,535
Security	26,409
Software	24,299

OH&S reaches 58,842\* buyers and specifiers!

## Circulation That Counts\*



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

## Leadership. Longevity. Results.

With a strong industry presence since 1932, *OH&S* continues to serve the health & safety market. Each month in our magazine and continually on **ohsonline.com**, our team of experienced editors bring you the latest information about developments in this fast-moving industry.

Take a look at our advantages in circulation, editorial, and online, print, and digital platforms, and you'll know that your advertising dollars go farther here than anywhere else. *Occupational Health & Safety* is the partner you can count on to generate more leads and increase your business. We are committed to providing you more value for your advertising dollar.

## Award-Winning Publication

The May 2017 digital edition of *OH&S* magazine won an Ozzies Digital Award in the 2017 Folio: Eddie and Ozzie Awards for B-to-B App/Digital Edition/Standalone Digital Magazine. In addition, *OH&S* received Honorable Mention 2017 Folio: Eddie and Ozzie Awards for B-to-B Full Issue - Construction/Manufacturing (October 2016 issue, Eddies) and B-to-B Site Design for ohsonline.com (Ozzies).

*OH&S* is also a 12-time winner of ASBPE regional and national awards for editorial and design excellence.

## Audited, High-Quality Circulation

*Occupational Health & Safety* subscribers are as diverse as the marketplace, with circulation in manufacturing plants and extensive reach in service industries. *OH&S* subscribers are qualified based on industry and purchasing influence to assure you high-quality circulation. *Occupational Health & Safety* is a member of BPA Worldwide. To review *OH&S*'s current BPA statement online, visit the BPA website at [www.bpaww.com](http://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.

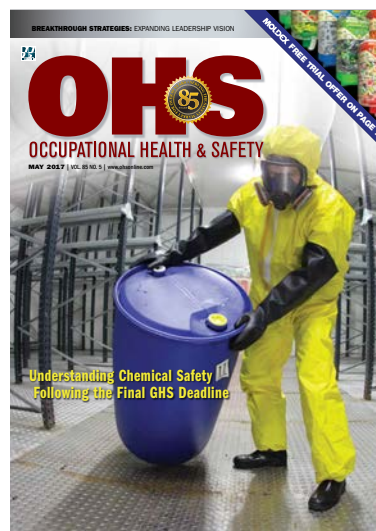


## Ongoing Opportunities

Our group of products offers an innovative, complete marketing program including online, custom publishing and research opportunities as well as supplements and surveys.

- Quarterly Baxter Ad Readership Studies
- High-quality lead generation with custom and editorial webinars
- *OH&S* New Product of the Year
  - Entry form is available at [ohsonline.com](http://ohsonline.com)
  - Winners coverage in December

**BAXTER**  
RESEARCH CENTER





## 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 October 2017 mediaView report, 84% of *Occupational Health & Safety* magazine subscribers rate it important, very important, or a personal favorite!



**“Helps keep me up-to-date on the latest items and on a variety of safety topics.”**  
—Safety Coordinator

“[I read *Occupational Health & Safety* for] fresh ideas directly applicable to my job, excellent articles on proven and successful efforts, new products and information.”  
—EHS Manager

**“[I read *Occupational Health & Safety*] to update knowledge, look for suppliers.”**  
—Safety Coordinator

“Helps to keep me current on new products and ideas. The magazine gives me more information and new information on keeping my workers safe. I have also ordered safety supplies on suggestions from the magazine and have been very pleased with the products.”  
—Safety Manager

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

“Keeps me up-to-date on changes as well as sharpens my skills in safety.”  
—Safety Manager

**“It is important to stay connected to our industry.”**  
—President

**“I use it to see new products and ideas for safety”**  
—Safety Mgr.

“We are a small company attempting to grow a more robust safety culture to better protect our employees, customers and investments. *OH&S* provides much of what we need and provokes thought to areas we may not yet have thought of. It is very informative!”  
—Safety Administrator

**“[I read *Occupational Health & Safety* for] new products and trends.”**  
—Safety Coordinator

“Gives clues on potential customers.”  
—President

**“[I read *Occupational Health & Safety* for] professional development.”**  
—Sustainability EHS Director

“It keeps me abreast of changing regulations and requirements.”  
—Safety Manager

**“I use it to learn about changes to standards I might have missed that affect the business and new products that could replace outdated technologies currently utilized.”**  
—EHS Manager

\*Baxter Research, October 2017 mediaView Quarterly

## 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

#### Editorial Webinar

Electrical Safety

### February 2018

Ad close: 1/2/18 • Materials due: 1/4/18

#### Special Focuses

Industrial Hygiene  
Hand Protection

#### Feature Articles

PPE: Vision Protection, Respiratory Protection  
Plus: Machine Guarding, Drug Testing,  
Ergonomics, Defibrillators & CPR

#### National Heart Month

#### 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

#### Editorial Webinars

Fall Protection  
Marijuana

### March 2018

Ad close: 1/26/18 • Materials due: 1/29/18

#### Special Focus

Fall Protection

#### Feature Articles

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

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

#### 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

#### Editorial Webinars

Combustible Dust  
Confined Spaces

#### Show Coverage/Bonus Distribution

NFMT, March 20-22, Baltimore

## Editorial Calendar

### April 2018

Ad close: 2/28/18 • Materials due: 3/1/18

#### Special Sections

**Environmental Protection**

Healthcare

#### Special Focus

Fire Safety

#### Feature Articles

PPE: Hand Protection, Foot Protection

IH: Gas Monitoring

Training: First Aid

Plus: Incentives, Welding

#### Editorial Webinars

Vision Protection

Disaster Preparedness

#### 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

Ad close: 3/29/18 • 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

#### AIHce Issue

##### 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

#### Editorial Webinar

Oil & Gas

#### 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

### June 2018

Ad close: 4/30/18 • Materials due: 5/1/18

#### Special Section

Employee Gifts & Incentives

DATIA

#### Special Focus

Oil & Gas

#### Feature Articles

PPE: Hand Protection, Vision Protection

IH: Gas Detection

Training: Transportation Safety

Plus: Defibrillators & CPR, Electrical Safety, Heat Stress

#### ASSE Safety 2018 Issue

##### 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

#### Editorial Webinar

Construction

##### Bonus Value Add

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.

#### Show Coverage/Bonus Distribution

ASSE Safety 2018, June 3-5, San Antonio  
Incentive Marketing Association Summit, July 22-25, Newport Beach, CA

## Editorial Calendar

### July 2018

Ad close: 5/30/18 • Materials due: 5/31/18

#### 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

### 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

- Company Profile of same size as ad in July  
2018 issue

#### Editorial Webinar

Electrical Safety

### August 2018

Ad close: 6/28/18 • Materials due: 6/29/18

#### 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 Safety+ 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

#### Editorial Webinars

Fall Protection

SDS

### September 2018

Ad close: 8/1/18 • Materials due: 8/2/18

#### 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 Webinar

Utilities

## Editorial Calendar

### October 2018

Ad close: 8/28/18 • Materials due: 8/29/18

#### Special Sections

Employee Gifts & Incentives

#### 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

#### Show Coverage/Bonus Distribution

NSC, October 22-24, Houston

#### Editorial Webinar

Respiratory

#### 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: 10/1/18 • Materials due: 10/2/18

#### 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  
Product Spotlight for head & face protection and respiratory protection advertisers

- **Website!** Free Product Listing  
Hand Protection  
Training & Education

#### Editorial Webinars

Electrical Safety

Confined Spaces

### December 2018

Ad close: 10/30/18 • Materials due: 10/31/18

#### 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  
Product Spotlight for protective apparel, vision protection advertisers

- **Website!** Free Product Listing  
Lockout/Tagout  
Fire & Emergency

#### Editorial Webinar

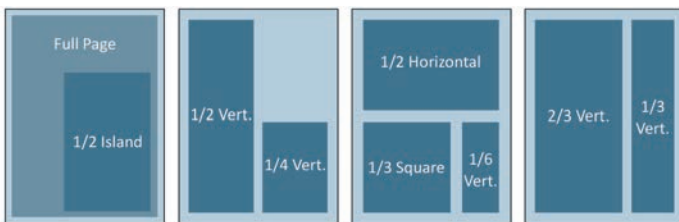
Fall Protection



## Magazine Ad Specs

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

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

## 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, 130x170 catalog cover image

### Social Media

OH&S leads the way in social media with the **largest monthly average of audited Twitter followers and Facebook likes of all audited safety media!** Our December 2017 BPA statement shows:  
25,873\* Twitter followers (now up to 26.4K!\*\*)  
5,016\* Facebook likes (now up to 5,436!\*\*)  
3,098\* LinkedIn group members (now up to 3,861!\*\*) Look for our numbers to grow even higher this year!



Like us on Facebook:  
[www.facebook.com/ohsmag](http://www.facebook.com/ohsmag)



Follow us on Twitter:  
[www.twitter.com/OccHealthSafety](http://www.twitter.com/OccHealthSafety)



Join our group on LinkedIn:  
[www.linkedin.com/company/occupational-health-and-safety-magazine](http://www.linkedin.com/company/occupational-health-and-safety-magazine)

### Custom Media

#### Sponsored Tweets

Grow your business by sponsoring timely messages on our Twitter page. With 26.4K\*\* 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.

#### Video Hosting

Stand out from the crowd by allowing us to host your rich media/video on our website! Expand the reach of your video presentation and take advantage of the OH&S brand by placing your video on our website, thus reaching thousands of potential buyers for your products and services. Contact your Integrated Media Consultant for samples, ad specifications and more information about this and other video opportunities.

### 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.

## 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 351,012 Pageviews.\*

Your Sponsored Content box on the home page will link to your provided article PLUS a 728x90 leaderboard and 300x300 banner ad. Your sponsored content will also be included in e-newsletters sent during the time period of the Native Campaign.

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

Contact us for rates.

*\*BPA Brand Report, December 2017*

Native Ad Requirements:

1,000-2,000 word article

High resolution article image greater than 1025px wide.

728X90 banner image with link

300X300 banner ad image with link

Due dates are 5 business days or one week before live date.

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

The screenshot shows the ohsonline.com homepage. A red arrow points to a sponsored content box on the left side of the page. The box features a 728x90 banner image of a snowplow clearing a road. Below the banner is a 300x300 banner image of a worker in a snowy environment. The article title is "NIOSH Offers Tips for Working in the Cold". The article text discusses the importance of staying warm and safe in cold weather, particularly for those working outdoors. The article is dated Jan 08, 2016. The article includes a list of tips for employers and workers. The article is sponsored by NIOSH.



## Live From ASSE Safety 2018 and NSC

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



Team up with **OH&S** to get your news and information out continuously before, during, and after key safety shows. Our popular social zone will feature aggregated content about and from the respective shows and our Live From sponsors.

Sponsor package includes:

- 728x90 leaderboard
- Wallpaper: (2) 152x600 banners in cohesive design
- Social media feeds featuring your posts, tweets from OH&S editors, show posts, and more!
- Promotion of social zone in **OH&S** e-news and on ohsonline.com
- Mention in **OH&S** articles and show e-news **NEW!**
- Use of Live From logo to promote sponsorship
- Booth sign promoting your sponsorship
- Video from your booth **NEW!**
- Ability to go "live" on Facebook Live or Periscope **NEW!**
- Tweets from **OH&S** editors about your company, products and booth, including timely posts during the show

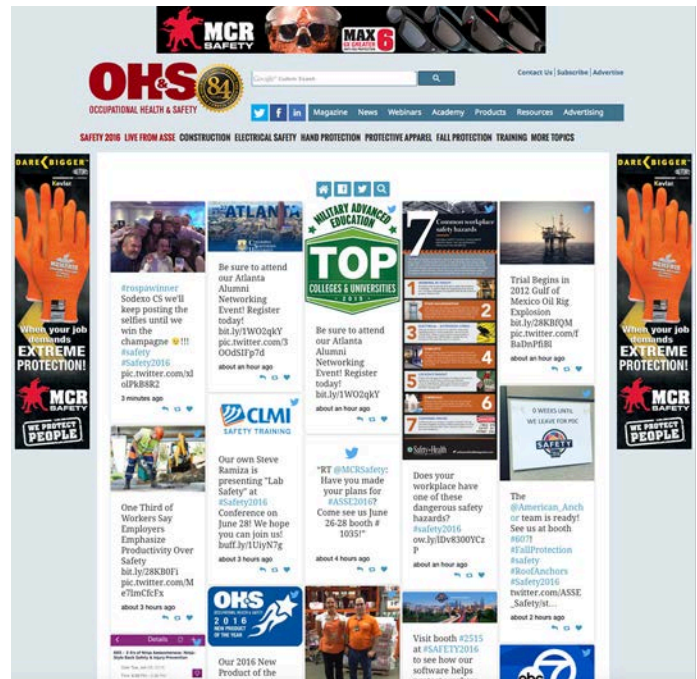
**OH&S** currently has 26.4K\* Twitter followers!

\*Media Owner's Own Data

**Contact us for rates.**



**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.



### 2018 Live From Dates

ASSE Safety 2018  
NSC 2018

May 21 - June 18

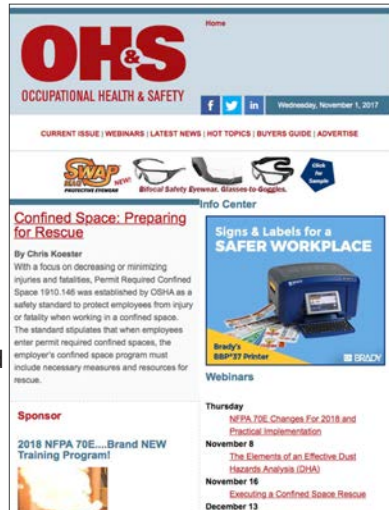
October 8 - November 5



## 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



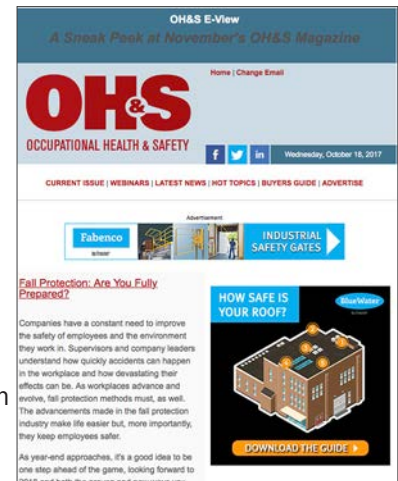
### OH&S Whitepapers NEW!

Highlight your whitepapers four times a year in this new e-newsletter. Distribution: 65,000\* safety buyers

- Product listing within the *Whitepapers* E-newsletter
- Product listing within Whitepapers section of ohsonline.com
- Top banner also available

### 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.



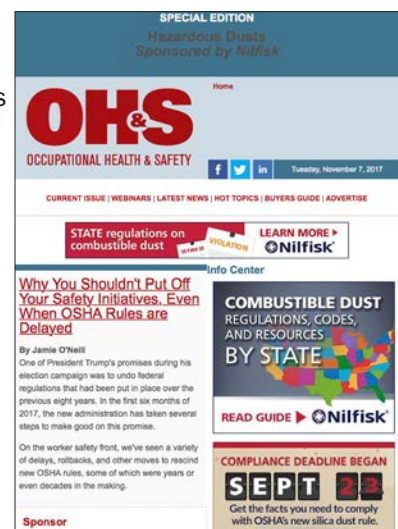
### IH Quarterly

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



### Sole-Sponsored E-newsletters

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



\*Media Owner's Own Data

## Trade Show E-newsletters

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 Safety 2018**, and **NSC Show Update** E-newsletter will be delivered to 65,000\* safety buyers twice before the show, twice during the expo, and approximately one week after the show. The **VPPPA Safety+** Show Update E-newsletter will be 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

#### ASSE 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

### Issue Special Focus

#### JANUARY 2018

January 3	General <i>OH&amp;S</i>
January 4	Spotlight - Oil & Gas
January 8	General <i>OH&amp;S</i>
January 10	SDS
January 16	General <i>OH&amp;S</i>
January 17	General <i>OH&amp;S</i>
January 18	Spotlight - Construction
January 22	General <i>OH&amp;S</i>
January 24	Training
January 29	General <i>OH&amp;S</i>
January 31	General <i>OH&amp;S</i>

#### FEBRUARY 2018

February 1	Spotlight - Defibrillators & CPR
February 5	General <i>OH&amp;S</i>
February 7	Vision Protection
February 12	General <i>OH&amp;S</i>
February 13	IH Quarterly
February 14	General <i>OH&amp;S</i>
February 15	Spotlight - Hand Protection
February 20	General <i>OH&amp;S</i>
February 21	General <i>OH&amp;S</i>
February 26	Respiratory Protection
February 28	General <i>OH&amp;S</i>

#### MARCH 2018

March 1	Spotlight - Protective Apparel
March 5	Hazmat
March 7	General <i>OH&amp;S</i>
March 8	Spotlight - Summer Hazards/Heat Stress
March 12	General <i>OH&amp;S</i>
March 14	Fall Protection
March 19	General <i>OH&amp;S</i>
March 20	Whitepapers
March 21	General <i>OH&amp;S</i>
March 22	Spotlight - Oil/Gas
March 26	General <i>OH&amp;S</i>
March 28	General <i>OH&amp;S</i>

### Issue Special Focus

#### APRIL 2018

April 2	General <i>OH&amp;S</i>
April 4	PPE: Hand Protection
April 5	Spotlight - Health & Wellness
April 9	General <i>OH&amp;S</i>
April 11	General <i>OH&amp;S</i>
April 16	Facility Safety
April 18	General <i>OH&amp;S</i>
April 19	Spotlight - Foot Protection
April 23	General <i>OH&amp;S</i>
April 25	General <i>OH&amp;S</i>
April 26	IH Quarterly
April 30	General <i>OH&amp;S</i>

#### MAY 2018

May 2	General <i>OH&amp;S</i>
May 3	Spotlight - Emergency Showers & Eyewash
May 7	Training
May 9	General <i>OH&amp;S</i>
May 14	General <i>OH&amp;S</i>
May 16	General <i>OH&amp;S</i>
May 21	General <i>OH&amp;S</i>
May 23	General <i>OH&amp;S</i>
May 28	Spotlight - ASSP New Products Pre-Show
May 30	General <i>OH&amp;S</i>

#### JUNE 2018

June 4	General <i>OH&amp;S</i>
June 6	General <i>OH&amp;S</i>
June 10	Spotlight - ASSP New Products Post-Show
June 11	General <i>OH&amp;S</i>
June 13	Chemical Safety
June 14	Spotlight - Emergency Response
June 18	General <i>OH&amp;S</i>
June 19	Whitepapers
June 20	General <i>OH&amp;S</i>
June 21	Spotlight - Incentives
June 25	General <i>OH&amp;S</i>
June 27	General <i>OH&amp;S</i>
June 28	Spotlight - Noise Monitoring



## E-news Editorial Calendar

### Issue Special Focus

#### JULY 2018

July 2	General <i>OH&amp;S</i>
July 5	General <i>OH&amp;S</i>
July 9	PPE: Fall Protection
July 11	General <i>OH&amp;S</i>
July 12	Spotlight - Construction Safety
July 16	General <i>OH&amp;S</i>
July 18	Transportation Safety
July 23	General <i>OH&amp;S</i>
July 25	General <i>OH&amp;S</i>
July 26	Spotlight - Facility Safety
July 30	General <i>OH&amp;S</i>

#### AUGUST 2018

August 1	General <i>OH&amp;S</i>
August 6	General <i>OH&amp;S</i>
August 8	General <i>OH&amp;S</i>
August 9	Spotlight - Hand Protection
August 13	General <i>OH&amp;S</i>
August 15	General <i>OH&amp;S</i>
August 16	IH Quarterly
August 20	General <i>OH&amp;S</i>
August 22	General <i>OH&amp;S</i>
August 23	Spotlight - Protective Apparel
August 27	General <i>OH&amp;S</i>
August 29	General <i>OH&amp;S</i>
August 30	Spotlight - Oil/Gas

#### SEPTEMBER 2018

Sept. 4	General <i>OH&amp;S</i>
Sept. 5	General <i>OH&amp;S</i>
Sept. 6	Spotlight - Electrical Safety
Sept. 10	General <i>OH&amp;S</i>
Sept. 12	General <i>OH&amp;S</i>
Sept. 17	General <i>OH&amp;S</i>
Sept. 18	Whitepapers
Sept. 19	Emergency Showers/Eyewash
Sept. 24	General <i>OH&amp;S</i>
Sept. 26	General <i>OH&amp;S</i>
Sept. 27	Spotlight - Incentives

### Issue Special Focus

#### OCTOBER 2018

October 1	General <i>OH&amp;S</i>
October 3	General <i>OH&amp;S</i>
October 8	Facility Safety
October 10	General <i>OH&amp;S</i>
October 11	Spotlight - Fire Safety
October 14	Spotlight - NSC New Products Pre-Show
October 15	General <i>OH&amp;S</i>
October 17	General <i>OH&amp;S</i>
October 18	IH Quarterly
October 22	General <i>OH&amp;S</i>
October 24	Transportation Safety
October 25	Spotlight - Vision Protection
October 28	Spotlight - NSC New Products Post-Show
October 29	General <i>OH&amp;S</i>
October 31	General <i>OH&amp;S</i>

#### NOVEMBER 2018

November 5	General <i>OH&amp;S</i>
November 8	Spotlight - Respiratory Protection
November 7	General <i>OH&amp;S</i>
November 12	PPE
November 14	General <i>OH&amp;S</i>
November 15	Spotlight - Hazmat
November 19	General <i>OH&amp;S</i>
November 26	General <i>OH&amp;S</i>
November 28	Fall Protection

#### DECEMBER 2018

December 3	General <i>OH&amp;S</i>
December 5	<i>OH&amp;S</i> New Product of the Year Winners
December 6	Spotlight - Oil/Gas
December 10	General <i>OH&amp;S</i>
December 11	Whitepapers
December 12	General <i>OH&amp;S</i>
December 13	Spotlight - Protective Apparel
December 17	General <i>OH&amp;S</i>
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.

#### Planned 2018 editorial webinars include:

**Hugh Hoagland - Electrical Safety/Arc Flash**

**Marijuana/Drug Testing**

**Fall Protection**

**Combustible Dust**

**Disaster Preparedness**

**Confined Spaces**

**Vision Protection**

**Oil & Gas**

**Construction**

**Utilities**

**Respiratory**

**SDS**

**"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

## 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

Dog Ear/Peel Back  
6 months or more

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

640 x 480 Welcome Mat 40K max file size

White Paper or Vendor Library Hosting

### E-newsletters

#### Occupational Health & Safety E-news

Circulation 65,000\*, 2x/week

New Product Spot  
300 x 250 E-news Info Center  
300 x 250 Large Right Box  
468 x 60 Banner Ad  
300 x 300 Square  
Sponsor  
Sole-Sponsored e-newsletter

Custom e-newsletter (with or without video)

#### Spotlight E-news

Circulation 65,000\*

Top Banner  
150 x 150 product image, 40-60 word description

#### Whitepapers E-news

Circulation 65,000\*

Top Banner  
150 x 150 product image, 40-60 word description

#### OH&S E-View

Circulation 65,000\*

Single Issue Exclusive Sponsorship

#### IH Quarterly E-news

Circulation 30,000\*

New Product Spot  
300 x 250 E-news Info Center  
300 x 250 Large Right Box  
468 x 60 Banner Ad  
300 x 300 Square  
Sponsor  
Single Issue Exclusive Sponsorship

#### Trade Show E-news

Top Banner - 468 x 60  
160 x 120 (2 positions available)  
180 x 300 Info Center (large right box)  
160 x 600 Skyscraper  
New Product Spot  
Single Issue “Exclusive” Sponsorship

\*Media Owner's Own Data

## Website Banner Ad Specs

### 1105 Media Ad Serving Platform is 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](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](mailto: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](mailto: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.



### 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.

### 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.

### 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.

### 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.

### List Rental

The *Occupational Health & Safety* subscriber mailing list is available for rental. To view our datacards, please visit [www.meritdirect.com/1105](http://www.meritdirect.com/1105). For more information, contact Jane Long at [jlong@meritdirect.com](mailto:jlong@meritdirect.com) or 913-685-1301.

### Industry Directory

Add your company to the *OH&S* Industry Directory at [buyersguide.ohsonline.com](http://buyersguide.ohsonline.com). For extra impact, upgrade with a Top Product listing, banner ad, and more.

### 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](mailto:1105reprints@parsintl.com) or 212-221-9595. [www.magreprints.com/QuickQuote.asp](http://www.magreprints.com/QuickQuote.asp)

### 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.

### Career Network

What better place to post your job openings than on leading industry website [ohsonline.com](http://ohsonline.com)! For more information, visit [careers.ohsonline.com](http://careers.ohsonline.com).

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