

# 2008

**Occupational  
Health & Safety**

# Media Planner

**95% of our subscribers**

have taken action during the past year as a result of advertisements and/or articles appearing in *Occupational Health & Safety*\*

The average number of readers per copy for the May 2007 issue was 2.3 (1.3 pass-along readers + 1.0 for the subscriber), comprising a **total potential reading audience of 192,604.**

\*Harvey Research, May 2007, AD-Q Studies

# Welcome to Occupational Health & Safety

## Leadership. Longevity. Results.

Here is your 2008 *Occupational Health & Safety* media planner. In addition to the 2008 editorial calendar and rates, you will find information on other marketing products designed to create selling opportunities for you to maximize your advertising investment. The flagship product of 1105 Media's Health and Safety Group, *Occupational Health and Safety*, is now in its 76th year and is the undisputed leader in the industry, reaching 84,000\* subscribers in health, safety, security, environment and government. Our circulation in units served shows *OH&S* delivers to more than 67,497\*\* separate facilities each month. This guarantees the broadest-market coverage for your advertising message.

*OH&S* is an eight-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.



## The Industry's Strongest Editorial Team

Each month in our print magazine and continually on [www.ohsonline.com](http://www.ohsonline.com), our team of four experienced editors bring you the latest information about developments in this fast-moving industry. Editor Jerry Laws has headed the team for a dozen years. Technical Editor Linda J. Sherrard, MS, CSP, has more than 25 years of safety experience, including work as an OSHA compliance officer and trainer and as a statewide agency's safety director. Managing Editor Ronnie Rittenberry and Associate Editor Marc Barrera have won multiple American Society of Business Publication Editors awards while working on *OH&S*.

### New Opportunities in 2008:

- Safety From The Top—Bimonthly Editorial Section To 44,000\*\* Executives
- Safety From The Top—Monthly E-newsletter
- Disaster Preparedness—Monthly E-newsletter
- June Corporate Gifts & Incentives Insert
- IFSS, NFPA, IFMA and NECE Show Coverage and Bonus Distribution
- Bonus Online Merchandising and Discounts in January, March, August, November and December
- Bonus Brand Awareness Study in October
- The Fall 2008 Executive Management Conference

The *OH&S* Fall 2008 Executive Management Conference will cover C-level issues that matter to companies of all sizes, including controlling employees' health care costs, maximizing safety and health ROI, and preventing repetitive stress injuries.

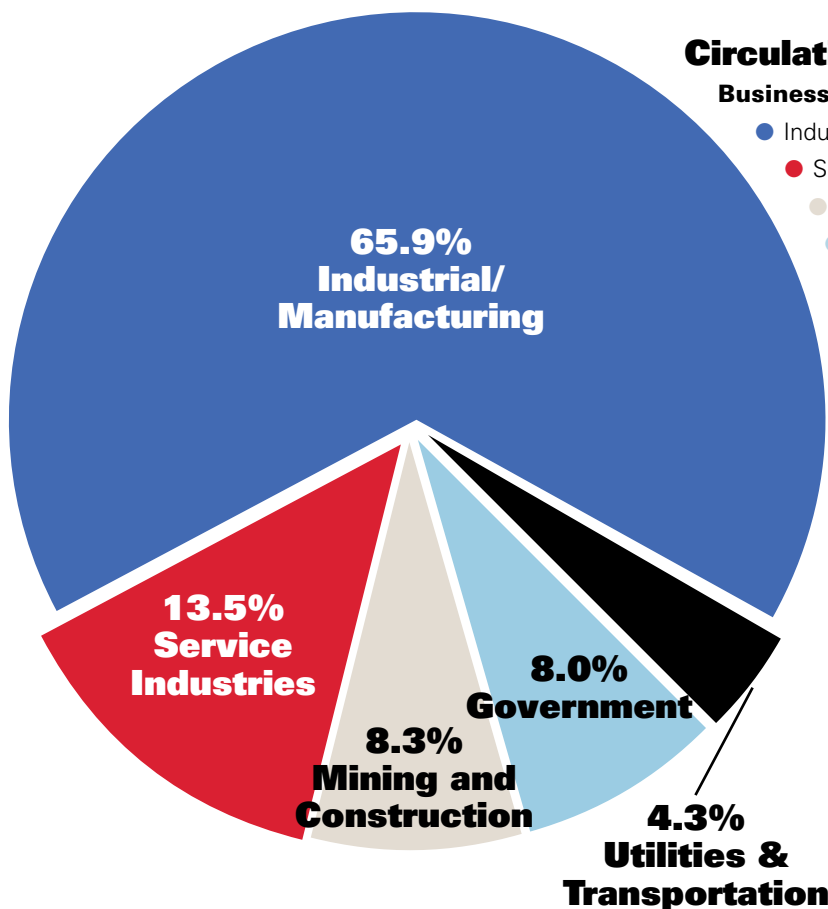
Take a look at our advantages in circulation, editorial, market share, and online and electronic platforms, and you'll know that your advertising dollars go farther here than anywhere else. *Occupational Health & Safety* is the partner you can count on to generate more leads and increase your business. We are committed to providing you more value for your advertising dollar. Please visit [www.ohsonline.com](http://www.ohsonline.com) to explore your advertising options.

\*Source: BPA Worldwide, June 2007 Circulation Statement

\*\*Publisher's Own Data, August 2007

# Circulation

*Occupational Health & Safety* continues to deliver your advertising message to the largest qualified circulation of health and safety professionals to help you maximize your advertising investment. *OH&S* subscribers are as diverse as the marketplace, with circulation in manufacturing plants and extensive reach in service industries, coupled with the additional focus in the emergency preparedness and response market.



## Circulation That Counts

### Business Breakout

● Industrial/Manufacturing	55,502
● Service Industries	11,419
● Mining and Construction	6,976
● Government	6,696
● Utilities & Transportation	3,622

**TOTAL** **84,215**

BPA Worldwide, June 2007 Circulation Statement

## Market Share Comparison

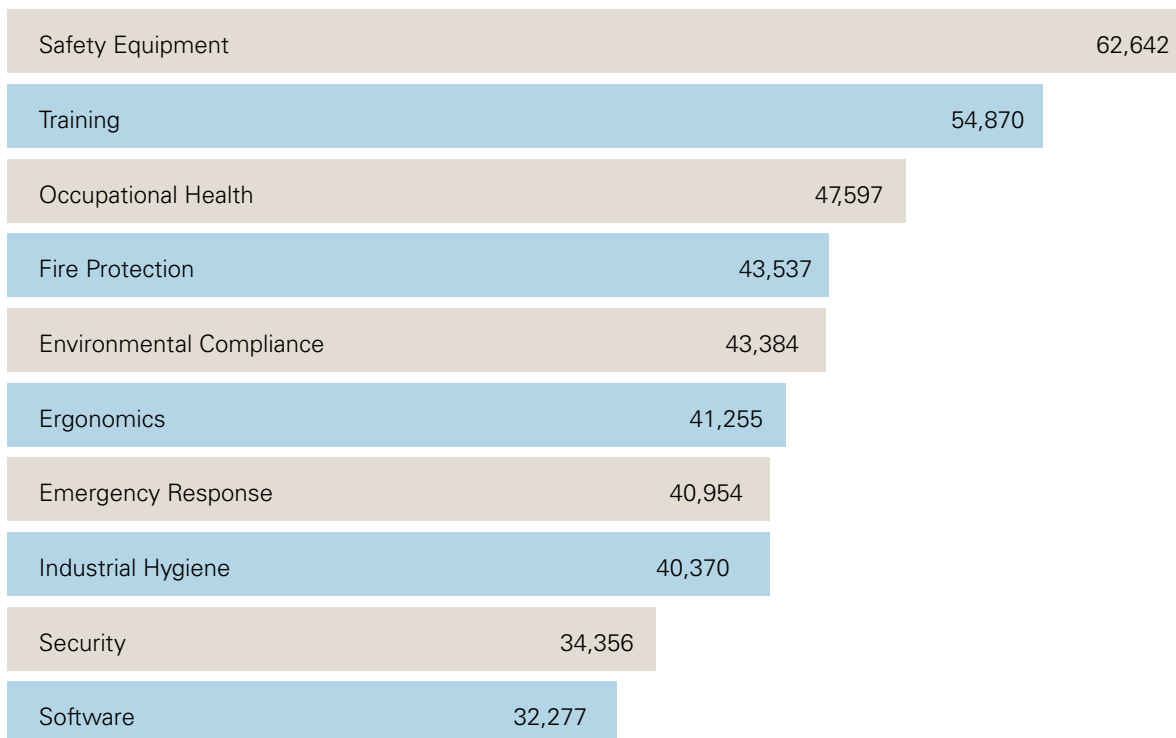
<b>Occupational Health &amp; Safety</b>	<b>31%</b>
Industrial Safety & Hygiene News	25%
Occupational Hazards	19%
Safety & Health	12%
Professional Safety	6%
Industrial Hygiene News	5%

Source: September 2006-August 2007, IMS, an independent tracking firm

This broad coverage offers you the most efficient use of your advertising dollars. BPA carefully audits *OH&S* subscribers based on industry and purchasing influence to assure you high-quality circulation. So while other magazines talk about being the market leader, *OH&S* can prove it.

**Occupational Health & Safety reaches more than 73,200\* buyers and specifiers**

## Buying Responsibility\*



\*Source: BPA Worldwide, June 2007 Circulation Statement

## Circulation Units Served\*\*


<b>Total Circulation</b>	<b>84,100</b>
<b>Units Served</b>	<b>67,497</b>

\*\*Publisher's own data August 2007



†*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.

# Editorial Calendar 2008

JANUARY	FEBRUARY	MARCH
<p><b>Feature Articles:</b> • Fall Protection • Fire Safety • Incentives • Industrial Hygiene • Respiratory Protection • Safety Recordkeeping • Training</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Buy Two E-newsletters, Receive One Free</p> <p><b>Closing Date:</b> December 3, 2007 <b>Materials Due:</b> December 6, 2007</p> 	<p><b>Inserts:</b> • Industrial Glove Association (IGA) • Product Literature &amp; Web Guide</p> <p><b>Focus:</b> Confined Space</p> <p><b>Feature Articles:</b> • Defibrillators &amp; CPR • Facility Management • International Safety • Vision Protection</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Buy a Product Literature Showcase in February and August and Receive a Free Lit in the Issue of Your Choice</p> <p><b>Closing Date:</b> January 2, 2008 <b>Materials Due:</b> January 7, 2008</p> <p><b>Show Coverage &amp; Bonus Distribution:</b> IFSS (Industrial Fire, Safety &amp; Security) Houston, TX, February 6-8</p>	<p><b>Insert:</b> Safety Marketing Group (SMG)</p> <p><b>Focus:</b> Hearing/Head/Face Protection Products</p> <p><b>Feature Articles:</b> • Construction Safety • Heat Stress • Lockout/Tagout • Welding • Workplace Ergonomics</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Buy 1/2 Page or Larger and Receive 25% Discount on E-newsletters</p> <p><b>Closing Date:</b> January 30, 2008 <b>Materials Due:</b> February 4, 2008</p>
<p><b>APRIL</b></p> <p><b>Insert:</b> Incentive Gift Card Council (IGCC)</p> <p><b>Focus:</b> Hand Protection Products</p> <p><b>Feature Articles:</b> • Bloodborne Pathogens • Drug &amp; Alcohol Testing • Fire Safety • Foot Protection • Incentives • Training • Workplace Ergonomics</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Free Bonus Distribution at AAOHN Free Bonus Distribution at FDIC</p> <p><b>Show Coverage &amp; Bonus Distribution:</b> FDIC, Indianapolis, IN, April 10-12 AAOHN, Salt Lake City, UT, April 28-May 1</p> <p><b>Closing Date:</b> February 29, 2008 <b>Materials Due:</b> March 5, 2008</p>	<p><b>MAY</b></p> <p>Ad Readership Study</p> <p><b>Focus:</b> Industrial Hygiene Instrumentation Products</p> <p><b>Feature Articles:</b> • Emergency Showers &amp; Eyewash • Healthcare • Heat Stress/Thirst Quenchers • Mold Remediation • Respiratory Protection • Protective Apparel</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Free Bonus Distribution at AIHCE, NFPA • Free Advertiser Showcase • Free Ad Easel • AD-Q Study, Buy 1/2 page or larger and have ad studied to determine ad effectiveness</p> <p><b>Show Coverage &amp; Bonus Distribution:</b> Incentive Show, May 7-8, New York, NY NFPA, June 2-6, Las Vegas, NV AIHCE, June 2-4, Minneapolis, MN</p> <p><b>Closing Date:</b> April 1, 2008 <b>Materials Due:</b> April 4, 2008</p>	<p><b>JUNE</b></p> <p><b>Insert:</b> Corporate Gifts &amp; Incentives</p> <p><b>Focus:</b> Safety Training and Education Products</p> <p><b>Feature Articles:</b> • Defibrillators &amp; CPR • Distributors • Electrical Safety • Hand Protection • Hearing Protection • HR • Incentives • Vision Protection</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Free Bonus Distribution at ASSE • Free Advertiser Showcase • Free Ad Easel</p> <p><b>Show Coverage &amp; Bonus Distribution:</b> ASSE, June 9-11, Las Vegas, NV</p> <p><b>Closing Date:</b> April 30, 2008 <b>Materials Due:</b> May 5, 2008</p>

JULY	AUGUST	SEPTEMBER
<p><b>Annual Buyer's Guide</b></p> <p><b>Feature Articles:</b> • Fall Protection • Foot Protection • HazCom • Hazmat • Materials Handling • Respiratory Protection • Risk Management</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Buy an Ad in July and September and Earn a Free Ad in the July Buyer's Guide, 5 Free Product Listings in the Buyer's Guide</p> <p><b>Closing Date:</b> May 30, 2008 <b>Materials Due:</b> June 4, 2008</p>	<p><b>Insert:</b> Product Literature &amp; Web Guide</p> <p><b>Focus:</b> Protective Apparel Products</p> <p><b>Feature Articles:</b> • Confined Space • Construction Safety • Drug &amp; Alcohol Testing • Hand Protection</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Receive 25% Discount on Banner Within ohsonline.com</p> <p><b>Closing Date:</b> June 30, 2008 <b>Materials Due:</b> July 3, 2008</p>	<p><b>Focus:</b> Foot Protection Products</p> <p><b>Feature Articles:</b> • HazCom • Hearing Protection • HR • Incentives • Indoor Air Quality • Lockout/Tagout • Software • Risk Management • Transportation Safety</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Free Bonus Distribution at NSC • Free Advertiser Showcase • Free Ad Easel • AD-Q Study, Buy 1/2 page or larger and have ad studied to determine ad effectiveness</p> <p><b>Show Coverage &amp; Bonus Distribution:</b> NSC, September 22-24, Anaheim, CA Motivation Show, September 23-25, Chicago</p> <p><b>Closing Date:</b> August 1, 2008 <b>Materials Due:</b> August 6, 2008</p>

OCTOBER	NOVEMBER	DECEMBER
<p><b>Special:</b> Vision Protection Products</p> <p><b>Feature Articles:</b> • Defibrillators &amp; CPR • Emergency Showers &amp; Eyewash • Facility Management • Industrial Hygiene • Slip and Fall • Welding</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Buy 1/2 Page or Larger and Receive a Brand Awareness Study</p> <p><b>Show Coverage &amp; Bonus Distribution:</b> IFMA World Workplace, October 15-18, Dallas, TX</p> <p><b>Closing Date:</b> September 2, 2008 <b>Materials Due:</b> September 5, 2008</p>	<p><b>Focus:</b> Respiratory Protection Products</p> <p><b>Feature Articles:</b> • Confined Space • Electrical Safety • Head &amp; Face Protection • Training &amp; Software • Winter Hazards • Workplace Ergonomics</p> <p>Safety From the Top</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Discount on Banner Within ohsonline.com</p> <p><b>Show Coverage &amp; Bonus Distribution:</b> NECE (National Ergonomics Conference and Exposition), December 2-5, Las Vegas, NV</p> <p><b>Closing Date:</b> October 2, 2008 <b>Materials Due:</b> October 7, 2008</p>	<p><b>Focus:</b> Fire/Emergency Response Products</p> <p><b>Feature Articles:</b> • Defibrillators &amp; CPR • Hazmat • Materials Handling • Protective Apparel • Signs &amp; Signals</p> <p>First Responder</p> <p>Buying Plan Survey</p> <p><b>Bonus:</b> Buy 1/2 Page or Larger and Receive 25% Discount on E-newsletters</p> <p><b>Closing Date:</b> October 30, 2008 <b>Materials Due:</b> November 4, 2008</p>



# Integrated Marketing Services

*Occupational Health & Safety* offers a complete marketing program to help you grow your market share. What do we do differently? We offer innovative, targeted, and cutting-edge services designed to maximize your advertising effectiveness. From research and inquiry follow-up to reprints and bonus show distribution, our marketing services are designed to help you increase product awareness, identify prospects, and maintain a competitive edge in the marketplace.

## **Safety From the Top — New!**

In January 2008, OH&S will launch "Safety From the Top," a new, bimonthly editorial section devoted to C-level safety topics. The section will contain expert guidance and solutions for the 44,000\* executives who subscribe to *OH&S* and manage corporate issues such as Sarbanes-Oxley compliance, control of spiraling health care costs, repetitive stress injury prevention, maximizing safety and health ROI, personnel management, facility management and security. "Safety From the Top" will be published in January, March, May, July, September, and November 2008.

## **First Responder**

Our First Responder section offers expert analysis, feature articles, and new products across the entire emergency preparedness spectrum—protective apparel, respirators, monitoring equipment, training programs, response kits, and much more.

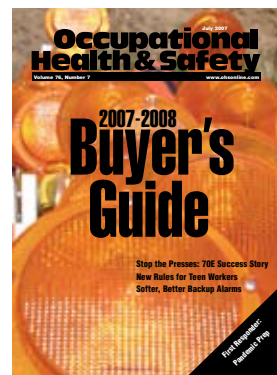
The *OH&S* circulation reaches a highly targeted market segment of professionals involved in emergency planning and response. These emergency planning professionals include state emergency directors, FEMA directors, airport fire and emergency personnel, emergency preparedness directors, fire chiefs, police chiefs, hazmat directors, and public utility managers.

\*Publisher's Own Data

## **July Buyer's Guide**

**Triple Your Impact:  
Buy 2 Ads, Get 1 Ad  
Free!**

Simply advertise in the July and September (National Safety Congress) issues, our two biggest books of the year, and receive a FREE ad of the same size in the Buyer's Guide section of the July issue.



The *OH&S* Annual Buyer's Guide is an essential year-round reference that not only tells buyers what to buy, but also tells them where to buy. The Annual Buyer's Guide has hundreds of categories of health, safety, and hygiene products and services with suppliers listed alphabetically in each heading.

## **Buying Plan Surveys**

**12x/year**

Wouldn't you like to be able to read your customers' minds? Now 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.

## **Reprints**

Extend the shelf life of your message and generate additional interest through full-scale reproductions of articles and advertisements. Contact PARS International at 212-221-9595 or [1105reprints@parsintl.com](mailto:1105reprints@parsintl.com).

## Inserts

Inserts 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 overruns are provided for your organization.

### Product Literature & Web Guide

This 1/6 page unit is a proven winner. Send a headline (up to 30 characters), copy (up to 35 words), and a color image of your actual literature.

## Harvey Research Ad Measurement Studies

What better way to evaluate your ad than to survey the actual buyers or specifiers for your goods and services? Twice a year, in May and September, *Occupational Health & Safety* sponsors an independent ad readership study with Harvey Research so you can determine your advertisements' effectiveness. You can easily analyze specific data to see how your ad compares to the competition and other ads in the issue, as well as how many subscribers remembered reading and seeing your ad.

## Manufacturer Product Focus

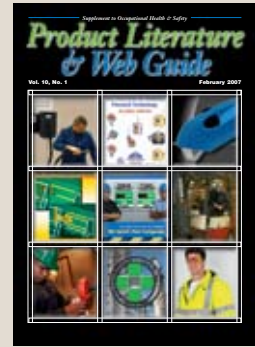
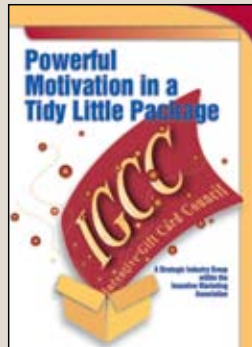
*OH&S* provides subscribers with product specs, charts, and editorial in nine key areas in the industry—from respiratory protection to industrial hygiene and fire/emergency response.

## Quality Sales Leads

*OH&S* tracks sales leads through its print and digital publication and its Internet. Quality lead reports are sent to you on a weekly basis.

## 2008 Inserts

February • International Glove Association (IGA)  
March • Safety Marketing Group (SMG)  
April • Incentive Gift Card Council (IGCC)  
June • Corporate Gifts & Incentives — **New!**  
February and August • Product Literature & Web Guide



## 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).

# Online Opportunities

Occupational Health & Safety offers an array of dynamic, online programs that deliver measurable marketing results. Our interactive offerings provide ideal forums for generating leads, driving traffic to your Web site and positioning your brand as a market leader.

## **www.ohsonline.com**

### **The Essential Online Resource for Smart Health and Safety Marketers**

Occupational Health & Safety reaches industry professionals at their desktops daily. Our ohsonline.com Web site, our weekly and monthly targeted E-newsletters and our custom lead-generating Webinar programs offer online opportunities that can connect you to product decision makers in the health and safety market!

This comprehensive Web site offers information and tools that health and safety product decision makers can use to achieve the best results.



## **OH&S Online**

### **Constant access to critical resources**

- Daily breaking news
- Industry associations
- Current and past *Occupational Health & Safety* magazine issues
- Searchable archives
- Feature articles and columns
- Product updates and technology news
- Industry research
- Vendor catalogs
- White paper library
- Industry events
- Webinars
- Industry directory (online buyer's guide)
- Case studies
- Online polling
- Forums
- RSS feeds

## **Large, Loyal Audience\***

Monthly page views - 200,000

Monthly visits - 90,000

Average visit length - 13 minutes

\*Source, Webtrends Q3 07 Data

## Occupational Health and Safety E-newsletters

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.



## Safety From the Top and Disaster Preparedness E-newsletters — **New!**

OH&S will start two new monthly e-newsletters in January 2008: "Safety From the Top" and "Disaster Preparedness." Sponsorships, banner and skyscraper ads are available in each E-newsletter.

Delivered to **35,000\*** each month, **Safety from the Top E-newsletter** will be devoted to C-level safety topics including HR, health care, new technologies, ergonomics, facility management, and security.

**Disaster Preparedness E-newsletter** will discuss the role of safety in business continuity, emergency response, communications, homeland security, EMS, fire safety and more. Once a month, this E-newsletter is delivered to **75,000\*** professionals.

## Single-Sponsored E-newsletters

OH&S will work in partnership with you to create and deliver your own single-sponsored E-newsletter that targets specific industry trends, technologies, and solutions. Contact your representative for rates.

## Tradeshow E-newsletters

Drive more traffic to your booth at the premier trade shows in the health, safety and hygiene industry. The 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 **Show Update E-newsletter** is delivered to **65,000\*** safety buyers approximately one week prior to the show, each day of the expo, and then approximately one week after the show.



### 2008 OH&S Show

**Update E-newsletters: AAOHN, AIHCE, ASSE, NSC**

Contact your representative for rates.

## Occupational Health & Safety Online Industry Directory

[www.occupationalhealthdirectory.com](http://www.occupationalhealthdirectory.com)

The *Occupational Health & Safety Online Industry Directory* is a leading online resource for occupational health and safety buyers and decision-makers. The Industry Directory is the occupational health and safety industry's online yellow pages, consisting of categories such as body protection, material handling products, occupational health product & training services and industrial hygiene products. For more information or to place a listing, call MediaBrains at 1-866-627-2467.

## Employment Forum

Searching the Web for a site that offers you unlimited free job postings? Look no further. Now, human resource professionals can reach a large market of quality applicants and post jobs with an easy-to-use format.

\*Publisher's Own Data

# Webinars

## Customized Webinars

Budget constraints and increasingly hectic work schedules can often prohibit today's safety decision makers from physically attending seminars, conferences and expositions. Instead, it is important that today's 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* magazine and Web site offer a turnkey Webinar solution that allows safety products marketers to tap into our expertise and expansive market reach and drive valuable customer leads.

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 safety buyers are encouraged to interact with presenters in an open dialogue.

## Sponsorship

\$10,000 net (Basic Package)

- Registration development and collection
- Comprehensive event promotion
- E-blasts to our 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 *Occupational Health & Safety* Media Consultant.

\* Publisher's Own Data

The screenshot displays a professional webinar interface. At the top, a banner reads 'Occupational Health & Safety Webinar Series' with a globe icon. Below this, the specific webinar title is 'Increasing Motor Carrier Operating Performance and Safety through Onboard Recording Devices', dated October 20, 2007. The main video player shows a man in a suit with a whiteboard behind him that has 'Profits', 'Market', and 'Gains' written on it. To the right, there is a 'EVENTS CALENDAR' with dates for August and September, and an 'EMPLOYMENT FORUM' section with a 'Post Job Listings - FREE!' button.

Occupational Health & Safety Media Group provides marketers with a comprehensive portfolio of cost-effective custom media programs to enhance their integrated marketing strategies. Our staff works closely with clients to produce dynamic, customized products that reach and impact targeted decision makers.

## Print Products

### Content-Based Inserts, Supplements and White Papers (single and multi-sponsor projects.)

Marketers can communicate targeted strategic messaging to safety buyers on their market position, industry partnerships, agency implementations, government contracts, products, technologies and solutions within content-based custom inserts, supplements and white papers.

### Magazines and Catalogs

Occupational Health & Safety's custom media team can help marketers create topic specific or multi-faceted corporate magazines, as well as solutions catalogs, for distribution to our qualified circulation of 84,000\* subscribers.

### Template-Based Print Series

Occupational Health & Safety offers several new template-based custom media products that allow marketers to reinforce their position of safety market leadership. (Contact your representative for rates and specifications.)

## Format Options

- One Page w/one page of custom editorial
- Two Pages w/two pages of custom editorial
- Four Pages w/four pages of custom editorial

Each Template-Based Custom Insert is available on a monthly basis, one per issue—so each is an exclusive opportunity per issue. Contact your *Occupational Health & Safety* representative for rates and specs to reserve your exclusive placement. (Online components are available for all template-based custom media product offerings.)

## E-Products

Occupational Health & Safety offers clients an extensive array of custom online vehicles including personalized microsites, HTML and PDF postings, single sponsored e-newsletters and audio/visual programs. Our custom media team will work hand-in-hand with clients to develop unique, made-to-order online solutions that generate leads and deliver results.

## Events and Seminars

From program development to attendee acquisition, Occupational Health & Safety's event team will work with you to create a customized program that reinforces brand leadership, facilitates an environment for networking and delivers targeted customer leads. So whether it is a sponsored panel at an industry event or tradeshow, roundtable discussion, an executive forum for buyers and sellers or an industry road show, we can help you develop a successful, informative and educational event designed for safety professionals.



\*BPA Worldwide August 2007 Circulation Statement

## Online Pricing - ohsonline.com

### Home Page Banners

728x90 Leaderboard – 4 sponsors	\$675 net/month
160x600 Skyscraper –4 sponsors	\$600 net/month
468x60 banner – 4 sponsors (Middle and Bottom)	\$400 net/month
New Product Section Sponsorship	\$575 net/month (6 maximum)
Includes New Product 100x100 image, 60-80 word description	

### Run of Site (ROS) Banners

728x90 Leaderboard – 6 sponsors	\$550 net/sponsorship
160x600 Skyscraper – 4 sponsors	\$550 net/sponsorship
160x120 Button Left Hand Column – 3 positions	\$550 net/month
160x120 Button Right Hand Column – 1 position	\$450 net/month
336x280 Embedded Ad – 4 sponsors	\$550 net/month
Sponsored Text Link	\$250 net/month

### Special Sections

336x280 Embedded Targeted Ad - Banner on specific targeted story	\$1,650 net/6 months
Hot Topic Area Sponsorship -	\$550 net/month
Sole Sponsorship, 468x60 on Topic Main Page	
Exclusive Product Category Sponsorship	\$325 net/month
Includes linkable "Sponsored by" on main page 468x60 at top of Specific Category page, and first product listing, 200x200 image and linkable URL	

### White Paper Hosting

\$700 net/month

Listing includes: white paper title, company name, brief abstract, and link to white paper.

### Vendor Catalog Listing

\$700 net/month

Listing includes: company name (linked), 60-80 word description, 130x170 catalog cover image

### Webinars

\$10,000 net (Basic Package)

### Microsites

Call your representative for rates.

## 2008 Newsletter Pricing

### E-newsletters

Sponsorships – Frequency discount based on advertising program

### Occupational Health & Safety E-news

Circulation 65,000\*, 2x/week

1X	3X	6X	9X	12X	18X	24X	36X+
\$1,050	\$1,025	\$975	\$925	\$875	\$825	\$775	\$700

Includes New Product 150x150 image, 40-60 word description

468x60 banner ad	\$800
160x600 Skyscraper	\$1,000

### Disaster Preparedness E-news

Circulation 75,000\*, 1x/month

1X	3X	6X	9X	12X	18X	24X	36X+
\$1,200	\$1,150	\$1,100	\$1,000	\$950	\$900	\$850	\$750

Includes New Product 150x150 image, 40-60 word description

468x60 banner ad	\$1,000
160x600 Skyscraper	\$1,250

### Safety From the Top E-news

Circulation 35,000\*, 1x/month

1X	3X	6X	9X	12X	18X	24X	36X+
\$1,025	\$975	\$950	\$900	\$850	\$800	\$750	\$700

Includes New Product 150x150 image, 40-60 word description

468x60 banner ad	\$800
160x600 Skyscraper	\$1,000

\* Publisher's Own Data

# 2008 Advertising Rates

**Occupational  
Health & Safety**

<b>General Rates</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>9X</b>	<b>12X</b>	<b>18X</b>	<b>24X</b>	<b>36X</b>
1 page	\$9,755	\$9,690	\$9,330	\$8,980	\$8,630	\$8,250	\$7,970	\$7,700
2/3 page	\$7,925	\$7,720	\$7,535	\$7,355	\$7,175	\$6,970	\$6,700	\$6,375
1/2 island	\$7,195	\$7,055	\$6,875	\$6,750	\$6,635	\$6,500	\$6,360	\$6,070
1/2 page	\$6,175	\$6,045	\$5,895	\$5,795	\$5,700	\$5,555	\$5,440	\$5,140
1/3 page	\$4,320	\$4,270	\$4,165	\$4,070	\$3,975	\$3,830	\$3,715	\$3,525
1/4 page	\$3,585	\$3,475	\$3,350	\$3,265	\$3,170	\$3,050	\$2,910	\$2,750
1/6 page	\$2,285	\$2,190	\$2,110	\$2,065	\$2,030	\$1,990	\$1,905	\$1,745
Spread	\$18,610	18,425	\$17,820	\$17,155	\$16,485	\$15,770	\$15,220	\$14,720

## Cover Premium Positions

Covers are sold for a 6X or more non-cancellable schedule

Premium Positions 10% extra on space and color

Inside front cover	20%
Inside Back Cover	15%
Back Cover	25%

<b>4-color Charges</b>	<b>Page</b>	<b>Spread</b>	<b>1/2 Page Or Less</b>	<b>1/2 Page Spread</b>
	\$1,650	\$2,620	\$1,460	\$2,245

## Product Literature & Web Guide (1/6 page)

1-3 Units	\$1,330
4-7 Units	\$1,270
8+ Units	\$1,150

Send a headline (up to 30 characters), copy (up to 35 words) and a color image of your actual literature.

# Advertising Agreement and Insertion Regulations

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- A. Advertising is subject to acceptance by the publisher as to character, layout, text and content. The publisher reserves the right to reject or cancel advertising that is not in keeping with the publication's standards.
- B. Advertisers and advertising agencies assume all liability for all content (including text, illustrations, representation, copyright, etc.) of advertisements printed and also assume total responsibility for any claims arising therefrom against the publisher.
- C. Advertisements are accepted upon the representation that advertisers have all the rights necessary to publish the contents thereof. Advertisements must be factual, not misleading and should not misrepresent any competing product or service or make an unfair, incomplete comparison.
- D. Any attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with any copy that in the publisher's opinion resembles editorial material.
- E. Conditions, other than rates, are subject to change by the publisher without notice.
- F. Positioning of advertisements is at the discretion of the publisher unless agreed to in writing by the publisher.
- G. The publisher shall have no liability for errors or omissions in key numbers, reader inquiry numbers or advertisers' index.
- H. Advertisements not received by space closing date will not be entitled to revisions or approval by the advertiser or its agency.
- I. Cancellations or changes in orders may not be made by the advertiser or its agency after closing date.
- J. The advertiser is liable for any costs (design fees, setups, additions or alterations to advertisements, logos, color, film, reprints, etc.) incurred in the preparation of its advertisement.
- K. All insertion orders are accepted subject to the provisions of the current rate card. Proposals or requests for advertisements based on reciprocal dealings will not be accepted. The publisher's suppliers, resellers or sales agents are cautioned that solicitation by the publisher's agents on any agents on any other basis is unauthorized.
- L. Cancellation of space reservations for any reason will result in a short-rate based on past and subsequent insertions to reflect actual space used at the earned frequency rate.
- M. The publisher shall not be liable for any costs or damages if it fails to publish an advertisement.
- N. The publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- O. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing.
- P. The publisher is not liable for delays in delivery or nondelivery in the event of act of God, action of governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher affecting production or delivery in any manner.
- Q. Advertisers agree that the publisher has no obligation to maintain the confidentiality of submitted material until the publication date, and although the publisher may, at the advertiser's request, adopt procedures to restrict dissemination of submitted material to lessen risk of disclosure, the publisher has no liability for its failure to do so.
- R. As used in this section titled "General conditions," the term "publisher" shall refer to 1105 Media, Inc.
- S. Governing law, attorney's fees: This agreement shall be governed by the laws of the state of California. Any controversy or claim arising out of or relating to this agreement or the breach thereof will be settled by binding arbitration, which shall be conducted in accordance with the rules of the American Arbitration Association. There shall be one arbitrator in any such proceeding. Judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction thereof. The place of arbitration shall be Los Angeles County, CA. Should either party commence arbitration to enforce or interpret this agreement, the arbitrator shall have the discretion to award the prevailing party reasonable attorney fee.

 **1105 MEDIA**

# Digital Advertising Specifications

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## **Effective January 2008**

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

## **Media Shipping (not including pre-printed inserts)**

Digital files should be provided on the following media: Macintosh formatted 100MB or 250MB Zip or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

### **Send Materials To:**

Occupational Health & Safety  
Attn: Production Coordinator  
1105 Media Inc.  
9121 Oakdale Avenue, Suite 101  
Chatsworth, CA 91311  
Tel 818-734-1520  
Fax 818-734-1528  
Email: ohsadproduction@1105media.com

Media files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

## **File Format**

We support files generated by Adobe Acrobat using the 1105Media Print Driver and 1105Media Job Option Settings for Distiller, with specifications as listed below.

Download printer driver & distiller settings from our Web site at:

<http://www.101com.com/services/DigitalAdRes.aspx>

In order to generate printable PDFs, it is important that the native file (Quark XPress, Adobe InDesign or Pagemaker) is prepared accordingly.

### **Preparing native files for printable PDFs:**

- Multiple pages need to be submitted as single page files
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Embed all fonts
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted unless converted to outlines.
- Rules should be .25 point or thicker
- All elements must be placed at 100% size

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- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%

### **Preparing a PDF file (Preferred format):**

- Use 1105Media PPD Print Driver
- Use 1105Media Job Option Settings for Distiller
- Set crop marks with a 12 point offset
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks

### **Preparing an EPS file (Optional alternative format):**

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

## **Proofs**

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.).

Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

**IMPORTANT NOTE:** If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

## **FTP File and Upload Information**

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or email message to your Production Coordinator to verify the file has been sent.

It is important that the uploaded file is placed in the designated directory for expedient access.

Host: <ftp://ads.1105media.com/>

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/Occupational\_Health\_Safety/

## **Digital Advertising Resources**

1105 Media Inc. Media Kits and Ad Specifications

<http://www.101com.com/services/DigitalAdRes.aspx>

Digital Distribution of Advertising for Publications (DDAP)

<http://www.ddap.org>

Specifications Web Offset Publications (SWOP)

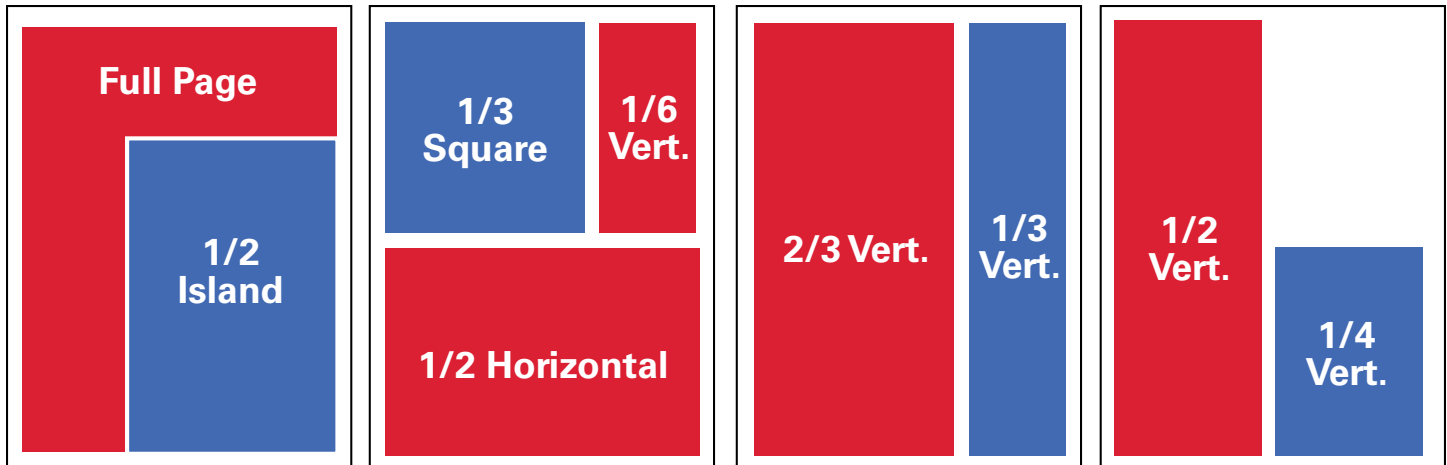
<http://www.swop.org>

<http://www.swop.org/certification.html>

Adobe Acrobat

<http://www.adobe.com/products/acrobat/main.html>

# Ad Sizes



Ad sizes are to scale.

**Magazine Trim Size:** 7 5/8" x 10 1/2"    **Bleed Size:** 7 7/8" x 10 3/4"

	Live Size	Bleed Size
Full Page:	7 1/8" x 10"	7 7/8" x 10 3/4"
2/3 Vertical:	4 3/8" x 9 3/4"	n/a
1/2 Horizontal:	6 5/8" x 4 3/4"	n/a
1/2 Island:	4 3/8" x 6 5/8"	n/a
1/2 Vertical:	3 1/4" x 9 3/4"	n/a
1/3 Vertical:	2 1/8" x 9 3/4"	n/a
1/3 Square:	4 3/8" x 4 3/4"	n/a
1/4 Vertical:	3 1/4" x 4 3/4"	n/a
1/6 Vertical:	2 1/8" x 4 3/4"	n/a

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.

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