



# MEDIA PLANNER

## Media for Safety Professionals

Digital Media | Webinars | Podcasts  
Magazine | Custom Publishing | Research



# 2020

# OHS

OCCUPATIONAL HEALTH & SAFETY



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, and Training.

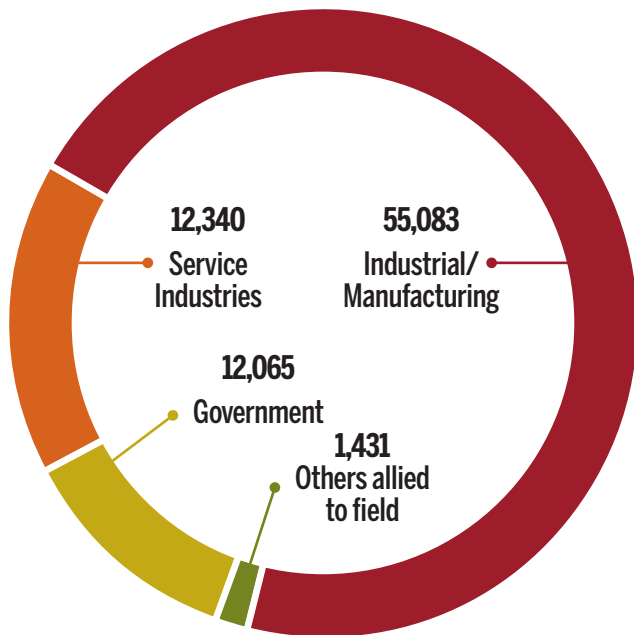


### Magazine Buying Responsibility\*

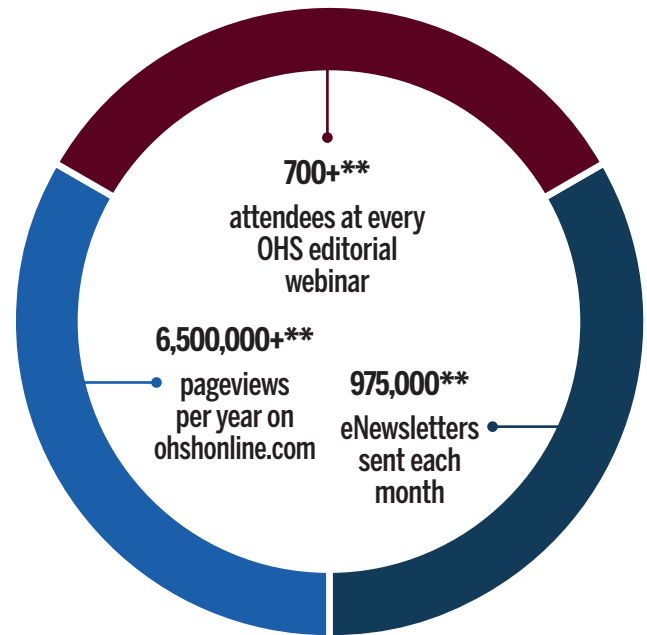
Emergency Response	22,348
Environmental Compliance	23,268
Ergonomic	22,343
Fire Protection	22,623
Industrial Hygiene	22,005
Occupational Health	24,426
Safety Equipment	33,593
Security	19,991
Software	18,888
Training	26,967

OH&S reaches an average of 80,940\* subscribers and 43,130\* buyers and specifiers!

### Business/Industry \*



### Circulation That Counts



### Online Statistics

 over 30,000** Twitter followers	 over 7,700** Facebook followers	 over 28,000** LinkedIn group members
 796,817** monthly average pageviews on ohsonline.com	 11,700,000+** OH&S eNewsletters sent per year	 24,000+** OH&S webinar registrants in 2019

\*BPA Brand Report, December 2019  
\*\*Media Owner's Own Data

## Leadership. Longevity. Results.

With a strong industry presence since 1932, *Occupational Health & Safety* continues to serve the health & safety market. In our magazine and 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. *OH&S* 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 digital edition of *OH&S* magazine won an Ozzies Digital Award in the Folio: Eddie and Ozzie Awards for B-to-B App/Digital Edition/Standalone Digital Magazine. In addition, *OH&S* received Honorable Mention Folio: Eddie and Ozzie Awards for B-to-B Full Issue - Construction/Manufacturing (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

*OH&S* 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 member of BPA Worldwide. To review *OH&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.

## Ongoing Opportunities

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

- **High-quality lead generation with custom and editorial webinars**
- ***OH&S* SafetyPods**
  - Each podcast features a 20- to 30-minute conversation with *OH&S* Editor Sydney Shepard and an industry expert on a safety topic.
  - Limited opportunity: 2 per month
- ***OH&S* New Product of the Year**
  - Entry form is available at [ohsonline.com](http://ohsonline.com)
  - Winners coverage in November/December 2020



## 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 2019 mediaView report, 85% of *OH&S* magazine subscribers rate it important, very important, or a personal favorite!

## What *OH&S* Subscribers Are Saying\*

“ I look for safety trends and tips and if there are any emerging safety issues to be aware of. I also like looking at the advertisements for any PPE that is interesting.  
—Director of Testing

“ Stimulates keeping up with new innovations in technology and thought, particularly when trying to reach disinterested clientele. You never know what gizmo or study will resonate with someone you are trying to reach.  
— VP OH&S Services

“ It allows me to learn of new equipment on the market along with new trends in safety.  
—Director of Construction Safety

“ I read *OH&S* to become better educated in the health and safety field and to continue to find ways to improve the safety culture at my workplace.  
—Health & Safety Officer

“ It is one tool in my box that I can utilize for training and for keeping abreast of industry changes.  
—EHS Manager

“ My preferred safety and health magazine; includes practical, real world guidance in most areas of OSH/EHS. I also review the products advertised to support my OHS/EHS function. Learning about the publication's new products and new methods helps me do my job better.  
—IH

“ Helps me make decisions on training and what products to look for.  
—Safety Specialist

“ It's simply the best EHS periodical out there today. It helps me stay well informed about the topics I need to be concerned about.  
—Safety Tech

“ I read *OH&S* magazine to keep up to date on safety trends and topics, as well as review new and existing product advertisements. The material in each issue is varied, meaning it covers a good spectrum of information, which is why I like it.  
—Safety Manager

“ It has a real influence in laboratory EH&S  
—Chemical Materials Engineer

\*Baxter Research, 2019 mediaView Quarterly Reports



## 2020 Editorial Calendar

### JAN/FEB

Ad close: 1/3/20 • Materials due: 1/3/20

#### Special Focus

Construction Safety

#### Feature Articles

**IH:** Chemical Safety/SDS

**PPE:** Foot Protection, Respiratory Protection, Hand Protection

**Training:** Defibrillators & CPR

**Plus:** Oil & Gas, Emergency Showers & Eyewash, Combustible Dust

#### 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 Respiratory Protection Emergency Showers & Eyewash

### MAR

Ad close: 1/23/20 • Materials due: 1/27/20

#### Special Focus

Fall Protection

#### Feature Articles

**IH:** Gas Detection

**PPE:** Hearing Protection, Protective Apparel, Head & Face Protection

**Training:** Lockout/tagout

**Plus:** Summer Hazards/Heat Stress, Drug Testing

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for fall protection and hearing protection advertisers
- **Website:** Free Product Listing Head & Face Protection Lockout/tagout

### APR

Ad close: 2/26/20 • Materials due: 2/28/20

#### Special Focus

Fire Safety

#### Feature Articles

**IH:** Confined Spaces

**PPE:** Vision Protection, Foot Protection

**Training:** Electrical Safety

**Plus:** Welding, Incentives, Facility Safety

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for vision protection, and fire safety advertisers
- **Website:** Free Product Listing Incentives Electrical Safety

## 2020 Editorial Calendar

### MAY

Ad close: 3/30/20 • Materials due: 4/1/20

#### Special Focus

Industrial Hygiene

#### Feature Articles

**IH:** Chemical Safety/SDS

**PPE:** Respiratory Protection, Hand Protection

**Training:** Confined Spaces

**Plus:** Combustible Dust, Emergency Showers & Eyewash

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for respiratory protection, emergency showers & eyewash and IH advertisers
- **Website:** Free Product Listing Training and chemical safety/SDS

#### Bonus Value Add

For all quarter page or larger advertisers

- **IH Online Product Showcase:** Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

### JUNE

Ad close: 4/24/20 • Materials due: 4/27/20

ASSP SAFETY 2020 ISSUE

#### Special Focus

Employee Gifts & Incentives  
Employee Drug & Alcohol Testing

#### Feature Articles

**IH:** Gas Detection

**PPE:** Protective Apparel, Vision Protection, Fall Protection

**Training:** Electrical Safety

**Plus:** Defibrillators & CPR, Oil & Gas, Heat Stress

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for vision 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 ASSP Safety 2020

- **ASSP Online Product Showcase:** Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

#### Show Coverage

- ASSP Safety 2020, June 23-25

### JULY/AUG

Ad close: 6/26/20 • Materials due: 6/30/20

THE COMPANY PROFILE ISSUE & VPPPA SAFETY+ ISSUE

#### Special Focuses

Construction Safety  
Protective Apparel

#### Feature Articles

**IH:** Confined Spaces

**PPE:** Respiratory Protection, Hand Protection, Head Protection

**Training:** Lockout/tagout

**Plus:** Facility Safety, Emergency Showers & Eyewash, Lab Safety

#### Value Adds

For all July half page or larger advertisers

- **Website:** Free Product Listing Confined Spaces PPE

#### Bonus Value Add

For all half page or larger advertisers in both July/August and October 2020

- **Company Profile:** same size as ad in July/August 2020 issue

#### Show Coverage

VPPPA Safety+, August 25-28, Orlando

## 2020 Editorial Calendar

### SEPT

Ad close: 7/23/20 • Materials due: 7/27/20

#### Special Focus

Industrial Hygiene

#### Feature Articles

**PPE:** Construction, Electrical Safety

**Training:** Chemical Safety

**Plus:** Emergency Showers & Eyewash, Winter Hazards, Combustible Dust

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for industrial hygiene and electrical safety advertisers
- **Website:** Free Product Listing Emergency Showers & Eyewash Construction

### OCT

Ad close: 8/26/20 • Materials due: 8/28/20

NATIONAL SAFETY COUNCIL  
CONGRESS & EXPO ISSUE

#### Special Section

Employee Gifts & Incentives

#### Special Focus

Hearing Protection

#### Feature Articles

**IH:** Indoor Air Quality

**PPE:** Foot Protection, Vision Protection, Fall Protection

**Training:** Materials Handling, Defibrillators & CPR

**Plus:** Facility Safety

#### Value Adds

For all half page or larger advertisers

- **Magazine:** Free Product Listing Product Spotlight for foot protection and hearing protection advertisers
- **Website:** Free Product Listing Indoor Air Quality NSC New Products

#### Bonus Value Add

For all quarter page or larger advertisers exhibiting at NSC 2020

- **NSC Online Product Showcase:** Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

#### Show Coverage

National Safety Council Congress & Expo, October 5-7  
Indianapolis, IN

### NOV/DEC

Ad close: 10/23/20 • Materials due: 10/27/20

#### Special Focus

- 2020 *OH&S* New Product of the Year Winners
- Vision Protection

#### Feature Articles

**IH:** Gas Detection

**PPE:** Hand Protection, Protective Apparel, Hearing Protection

**Training:** Fall Protection

**Plus:** Lockout/Tagout, Facility Safety

#### Value Adds

For all half page or larger advertisers

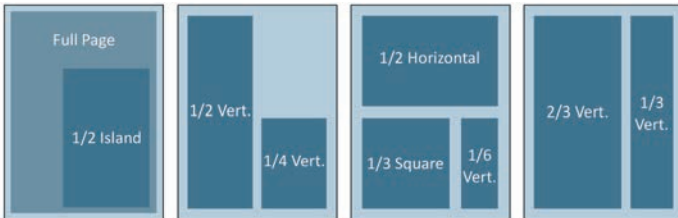
- **Magazine:** Free Product Listing Product Spotlight for protective apparel and vision protection advertisers
- **Website:** Free Product Listing Lockout/Tagout Facility Safety



## 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.  
6300 Canoga Avenue, Suite 1150  
Woodland Hills, CA 91367

### Additional Advertising Resources

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

## Online Opportunities

### ohsonline.com

Occupational Health & Safety 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.



#### Monthly average pageviews on ohsonline.com:

523,790\* (now up to 882,392\*\*)

#### Monthly average users on ohsonline.com:

246,053\* (now up to 388,490\*\*)

## Custom Media

### Home Page Info Center

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 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.

### Whitepapers

Whitepaper listing includes title, company name, brief abstract, and link to whitepaper

### Pop Quiz

Engage health & safety prospects in a fun way with an interactive 5-question quiz, promoted on our site with a 300x600 and 300x300 banner and through a 300x250 eNews banner.

### Native Advertising

See next page for details.

## Social Media

### Social Media Leader

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 2019 BPA statement shows:

**28,403\* Twitter followers** (now over 30K\*\*)

**6,812\* Facebook likes** (now over 7,700\*\*)

**13,101\* LinkedIn group members** (now over 28K\*\*)

Look for our numbers to grow even higher this year.

### Sponsored Posts

Grow your business by sponsoring timely messages on our social media pages. With followers growing every day, OH&S social media is the place to get safety professionals seeing and talking about your brand.

### Live From Virtual ASSP Safety 2020 & NSC 2020

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.



**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)

\*BPA Brand Report, December 2019

\*\*Media Owner's Own Data, April 2020

## 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 *Occupational Health & Safety* website has a monthly average of 882,392 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 eNewsletters 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.

#### 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.

The screenshot shows a sponsored article on the ohsonline.com website. At the top, there is a 728x90 leaderboard banner with the OHS logo and navigation links. Below the banner is a search bar and social media icons. The article title is "JJ Keller to Revolutionize Safety Management with Launch of Invaluable New Solution". The sub-headline reads: "The J. J. Keller® SAFETY MANAGEMENT SUITE will help EHS professionals mitigate risk, drive performance and ensure compliance". The date is "Nov 03, 2019". The article text discusses safety culture and regulatory requirements. A quote from Rustin Keller, CEO of J.J. Keller & Associates, Inc., is included. A 300x300 banner ad for J.J. Keller SAFETY is visible on the right side of the article.

Ask about adding additional banner ads on our site or in our eNewsletters for even more impact.

## Live From Virtual ASSP Safety 2020 and NSC 2020

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

Team up with *Occupational Health & Safety* to get your news and information out continuously before, during, and after Virtual ASSP Safety 2020 and NSC 2020. Whether events are live or virtual, *OH&S* provides the best way to get out your company messages. Our popular social zone will feature aggregated content about and from the show 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* eNews and on ohsonline.com
- Mention in *OH&S* articles and show eNews
- Use of Live From logo to promote sponsorship
- Social media posts from *OH&S* editors about your company, products and virtual booth\*
- Company press releases/products listed on special Live From jump page
- Company videos hosted on Live From jump page as well as posted to *OH&S* social media platforms\*
- Five-minute interview spot on *OH&S* SafetyPod Show News episode

*OH&S* currently has over 29K\* Twitter followers and over 27K\* LinkedIn followers!

#### Live From Dates:

- ASSP Safety 2020 - June 15 - July 3, 2020
- NSC 2020 - September 28 - October 16, 2020

**Limited sponsorships per show available.**

\*Media Owner's Own Data

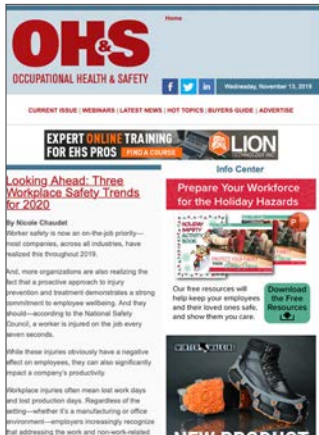


[ohsonline.com/live](https://ohsonline.com/live)



Live From is a winner of the Folio: Marketing Awards competition in the Use of Social Media category. These awards recognize the best in pioneering, inventive, and ultimately successful projects undertaken by the media industry's most innovative marketing professionals.

## eNewsletters



### Occupational Health & Safety

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

Reach more than 65,000\* safety buyers twice a week!



### OH&S Spotlight

Spotlight eNewsletters focus on specific categories and products and reach 65,000\* safety buyers. Online feature package includes:

- Product listing within the Spotlight eNewsletter
- Product listing within New Products section of ohsonline.com
- Top banner also available

Highlight your products and services!



### OH&S eView

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. Or increase views of your own whitepaper with this extra way to promote it. Delivered to more than 65,000\* safety buyers. Includes 468x60 top and bottom banners and a 300x300 banner.

Give subscribers a sneak peek at your upcoming *OH&S* article or your latest whitepaper!



### Sole-Sponsored eNewsletters or eBlasts

Reserve all ad positions in a special edition of any of our *OH&S* eNewsletter to target your specific industry trend, technology or audience. Or let us send your document to our audience as an eBlast. Contact us for availability.

Make your brand the focus!

\*Media Owner's Own Data

## Quarterly eNewsletters



### Whitepaper Quarterly

Highlight your whitepapers four times a year in this eNewsletter. Distribution: 65,000\* safety buyers

- Product listing within Whitepapers eNewsletter
- Product listing within Whitepapers section of ohsonline.com
- Top banner also available

March 17  
June 11  
September 17  
December 10

Show your whitepapers  
to 65,000\*  
safety buyers!



### IH Quarterly

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

February 13  
April 30  
August 13  
October 29

Target  
30,000  
IH professionals!



### Construction Quarterly

Reach the construction market in this this targeted eNewsletter, which is delivered to 30,000\* industry professionals four times a year.

March 26  
June 26  
September 3  
November 17

New — Promote your  
products to 30,000\*  
construction professionals!

\*Media Owner's Own Data

## Trade Show eNewsletters

### Drive Traffic and Get Exposure

Drive more traffic for your brand at the premier trade shows in the health, safety and hygiene industry, or get exposure at these shows even as a non-exhibitor!

The ASSP Safety 2020 Safety+ Show Update eNewsletter will be delivered to 65,000\* safety buyers once before, once during, and once after the show. The NSC Show Update eNewsletter will be delivered to 65,000\* safety buyers twice before the show, twice during the expo, and approximately one week after the show.

For extra exposure, add Pre-Show and Post-Show Spotlight eNewsletters to your NSC 2020 campaign. The product-focused eNewsletter will be sent approximately one week before and one week after the show.

**OHS**  
OCCUPATIONAL HEALTH & SAFETY

**Industry Show Update**

Sydney Shearst  
OHS Editor at NSC 2019  
September 6-12  
San Diego

Preparing for NSC 2019 Congress & Expo.  
The National Safety Council is expecting thousands of safety professionals to attend the annual Congress & Expo this month. The conference will feature more than 1,100 exhibitors, over 150 education seminars, and four keynote sessions, allowing attendees to tailor their NSC experience to their safety needs.

**Daily News from NSC 2019**  
**NSC 2019 Here in One Week: OHS Vendor Spotlight**

Just one week from now, OHS will join other industry professionals in San Diego at the 2019 NSC Congress and Expo! The three-day expo will be full of speakers, booths, demos and seminars from Sept. 9-11. If you can't make it in person, the OHS live page will keep you up to speed on all things NSC. If you go in person, you'll likely walk away with some safety swag and valuable information on what's happening in the safety industry today!

**Sponsor**  
**Print Your Own OHS Chemical Labels**

**LIVE FROM NSC 2019**  
ohsonline.com/live

**OHS**  
OCCUPATIONAL HEALTH & SAFETY

Monday, September 10, 2019

**SPOTLIGHT NSC New Products**

**SHOEBOX for Occupational Hearing Testing**

SHOEBOX Audiometry is the first automated Pad audiometer optimized, and validated for use outside of a sound booth. Our testing equipment, web-based data management, and support services combine to offer cost-efficient, convenient, and reliable alternatives to traditional approaches. Used as part of an OSHA-compliant workflow to help meet specific reporting needs, SHOEBOX is helping to bring audiometric testing into the 21st century. [Learn more.](#)

**Tough Enough: The Piston Mid**

**CoreShield™ Cut Protection Gloves**

The cut-protective glove for every job. With gauge ranging from 10-18gg, cut levels from AA1 – F/A9, and a choice of three different coatings, the Honeywell CoreShield™ range offers a solution for a wide range of applications across most industries. Additional key features include thumb reinforcement, resistive touchscreen technology, silicon free, and a longer cuff for hand and wrist protection. [Learn more.](#)

**V-Gard® H1 Hard Hat**

### Trade Show eNewsletters Dates

ASSP Safety 2020	NSC 2020
June 16	September 22
June 23	September 29
June 30	October 6
	October 7
	October 13

### Trade Show eNewsletters 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)

### Trade Show Spotlight eNewsletters Dates

- NSC 2020**
- Pre-Show Spotlight  
September 27
  - Pre-Show Spotlight  
October 11

### Trade Show Spotlight eNewsletters Ad Sizes

- Top Banner - 468 x 60 (exclusive)
- Product Spot (150x150 + 40-60 words of text)
- Positions will be allocated on a first-come, first-served basis, so reserve your spots today.

Contact us for rates.

## eNews 2020 Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JANUARY</b>	
January 6	General <i>OH&amp;S</i>
January 7	Spotlight - Oil & Gas
January 8	General <i>OH&amp;S</i>
January 13	Hazard Communications
January 15	General <i>OH&amp;S</i>
January 21	General <i>OH&amp;S</i>
January 22	Spotlight - Construction
January 23	General <i>OH&amp;S</i>
January 27	Training
January 29	General <i>OH&amp;S</i>
<b>FEBRUARY</b>	
February 3	General <i>OH&amp;S</i>
February 5	Vision Protection
February 6	Spotlight - Defibrillators & CPR
February 10	General <i>OH&amp;S</i>
February 12	General <i>OH&amp;S</i>
February 13	IH Quarterly
February 18	General <i>OH&amp;S</i>
February 19	General <i>OH&amp;S</i>
February 20	Spotlight - Chemical Safety
February 24	Respiratory Protection
February 26	General <i>OH&amp;S</i>
<b>MARCH</b>	
March 2	PPE
March 4	General <i>OH&amp;S</i>
March 5	Spotlight - Protective Apparel
March 9	General <i>OH&amp;S</i>
March 11	Fall Protection
March 12	Spotlight - Summer Hazards/Heat Stress
March 16	General <i>OH&amp;S</i>
March 17	Whitepaper Quarterly
March 18	General <i>OH&amp;S</i>
March 23	General <i>OH&amp;S</i>
March 24	Spotlight - Oil/Gas
March 25	General <i>OH&amp;S</i>
March 26	Construction Quarterly
March 30	General <i>OH&amp;S</i>

EDITION	SPECIAL FOCUS
<b>APRIL</b>	
April 1	General <i>OH&amp;S</i>
April 6	PPE: Hand Protection
April 8	General <i>OH&amp;S</i>
April 9	Spotlight - Noise Monitoring
April 13	General <i>OH&amp;S</i>
April 15	General <i>OH&amp;S</i>
April 20	Facility Safety
April 22	General <i>OH&amp;S</i>
April 23	Spotlight - Foot Protection
April 27	General <i>OH&amp;S</i>
April 29	General <i>OH&amp;S</i>
April 30	IH Quarterly
<b>MAY</b>	
May 4	General <i>OH&amp;S</i>
May 6	General <i>OH&amp;S</i>
May 7	Spotlight - Stand-down
May 11	Training
May 13	General <i>OH&amp;S</i>
May 18	General <i>OH&amp;S</i>
May 20	General <i>OH&amp;S</i>
May 21	Spotlight - Emergency Showers & Eyewash
May 26	General <i>OH&amp;S</i>
May 27	General <i>OH&amp;S</i>
<b>JUNE</b>	
June 1	General <i>OH&amp;S</i>
June 3	General <i>OH&amp;S</i>
June 4	Spotlight - Respiratory Protection
June 8	General <i>OH&amp;S</i>
June 9	Spotlight - Industrial Hygiene
June 10	Chemical Safety
June 11	Whitepaper Quarterly
June 15	General <i>OH&amp;S</i>
June 17	General <i>OH&amp;S</i>
June 18	Spotlight - Incentives
June 22	General <i>OH&amp;S</i>
June 24	General <i>OH&amp;S</i>
June 26	Construction Quarterly
June 29	General <i>OH&amp;S</i>
June 30	Spotlight - Noise Monitoring



## eNews 2020 Editorial Calendar

EDITION	SPECIAL FOCUS
<b>JULY</b>	
July 1	General <i>OH&amp;S</i>
July 6	General <i>OH&amp;S</i>
July 8	PPE: Fall Protection
July 9	Spotlight - Construction Safety
July 13	General <i>OH&amp;S</i>
July 15	General <i>OH&amp;S</i>
July 20	Transportation Safety
July 22	General <i>OH&amp;S</i>
July 27	General <i>OH&amp;S</i>
July 29	General <i>OH&amp;S</i>
July 30	Spotlight - Facility Safety
<b>AUGUST</b>	
August 3	General <i>OH&amp;S</i>
August 5	General <i>OH&amp;S</i>
August 6	Spotlight - Hand Protection
August 10	General <i>OH&amp;S</i>
August 12	General <i>OH&amp;S</i>
August 13	IH Quarterly
August 17	General <i>OH&amp;S</i>
August 19	General <i>OH&amp;S</i>
August 20	Spotlight - Protective Apparel
August 24	General <i>OH&amp;S</i>
August 26	General <i>OH&amp;S</i>
August 27	Spotlight - Oil/Gas
<b>SEPTEMBER</b>	
September 2	General <i>OH&amp;S</i>
September 3	Construction Quarterly
September 8	General <i>OH&amp;S</i>
September 9	General <i>OH&amp;S</i>
September 10	Spotlight - Electrical Safety
September 14	General <i>OH&amp;S</i>
September 16	General <i>OH&amp;S</i>
September 17	Whitepaper Quarterly
September 21	General <i>OH&amp;S</i>
September 23	Emergency Showers/Eyewash
September 24	Spotlight - Incentives
September 28	General <i>OH&amp;S</i>
September 30	General <i>OH&amp;S</i>

EDITION	SPECIAL FOCUS
<b>OCTOBER</b>	
October 5	General <i>OH&amp;S</i>
October 7	General <i>OH&amp;S</i>
October 8	Spotlight - Fire Safety
October 12	Facility Safety
October 14	General <i>OH&amp;S</i>
October 19	General <i>OH&amp;S</i>
October 21	General <i>OH&amp;S</i>
October 22	Spotlight - Vision Protection
October 26	General <i>OH&amp;S</i>
October 28	Hazard Communications
October 29	IH Quarterly
October 30	General <i>OH&amp;S</i>
<b>NOVEMBER</b>	
November 2	General <i>OH&amp;S</i>
November 4	General <i>OH&amp;S</i>
November 5	Spotlight - Respiratory Protection
November 9	PPE
November 12	General <i>OH&amp;S</i>
November 16	General <i>OH&amp;S</i>
November 17	Construction Quarterly
November 18	General <i>OH&amp;S</i>
November 19	Spotlight - Facility Safety
November 30	Fall Protection
<b>DECEMBER</b>	
December 2	General <i>OH&amp;S</i>
December 3	Spotlight - Oil/Gas
December 7	<i>OH&amp;S</i> New Product of the Year Winners
December 9	General <i>OH&amp;S</i>
December 10	Whitepaper Quarterly
December 14	General <i>OH&amp;S</i>
December 16	General <i>OH&amp;S</i>
December 17	Spotlight - Protective Apparel
December 21	Hazmat
December 23	General <i>OH&amp;S</i>

## 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.

#### Vendor Webinars

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. You provide the speaker, the topic, and the presentation and collect all the leads.

#### Editorial Webinars

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.

“ 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.

#### Sponsorship

- Registration development and collection
- Comprehensive event promotion on our websites and through social media
- Logo and sponsorship acknowledged in promotions to 65,000\* targeted *OH&S* eNews subscribers
- Reminder eMails 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
- Q&A at the end of the presentation
- Post-event participant data and complete contact info
- Three-month online archiving for on-demand use

#### Planned 2020 editorial webinars include:

- Electrical Safety/Arc Flash
- Oil & Gas
- Fall Protection
- Combustible Dust
- Construction
- Vision Protection
- Disaster Preparedness
- Confined Spaces
- Hearing Protection
- Hazard Communication
- Respiratory
- Utilities
- Workplace Drug Hazards
- Safety Leadership

**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

## OH&S SafetyPod

### An exciting new way to promote your business

OH&S SafetyPod creates a marketing experience for your company and offers an insider's view into the safety industry. Each podcast will feature a 20- to 30-minute conversation with Editor Sydney Shepard and an industry expert on a specific topic.

Topics can include fall protection, industrial hygiene, safety culture and leadership, personal protection equipment, hazard communication and more. Sponsors of the podcast are mentioned at the beginning and end of the podcast, and a brief company marketing message is included in the episode.

OH&S SafetyPods are marketed to our OH&S database, promoted on our website and social media platforms as well as featured on Apple Podcasts, Google Podcasts and Stitcher.

### Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Sponsor named at beginning and end of podcast
- 30-second ad copy read in middle of podcast
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast

### Topical Podcast Sponsorship Limited to 2 sponsors

- Your company name mentioned at beginning and end of podcast
- 30-second ad copy read in middle of podcast

### Added Value for Podcast Sponsors

- Mention in article about podcast being sponsored
- Mention in social media promotions
- Inclusion in promotional eBlast to OH&S subscribers

### The OH&S Audience Wants Podcasts

We have reached out to our OH&S audience, and 98%\* of respondents said they would listen to an OH&S podcast. Of these respondents, 84%\* already listen to podcasts.

\*Media Owner's Own Data



### Planned 2020 Topical Podcasts

- January** – Combustible Dust
- February** – Hand Protection **SOLD!**
- March** – Fall Protection
- April** – Electrical Safety
- May** – AIHce Show News **SOLD!**
- June** – ASSP Show News **SOLD!**
- July** – HazCom
- August** – Hearing Protection
- September** – Confined Spaces **SOLD!**
- October** – NSC Show News
- November** – Respiratory
- December** – Construction
- Coronavirus Series**

### 2020 Vendor Podcast Availability Limited to 1 per month

- March** **SOLD!**
- April** **SOLD!**
- May** **SOLD!**
- June** **SOLD!**
- July** **SOLD!**
- August** **SOLD!**
- September** **SOLD!**
- October** **SOLD!**
- November** **SOLD!**
- December**

[Inquire about additional opportunities.](#)

## Online Ad Options

**ohsonline.com** 882,392\* average page views per month

### Run of Site (ROS) Banners

- 728 x 90 Leaderboard—8 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
- Wallpaper—4 sponsors
- (2) 152x600 banners in cohesive design

If supplying 2 different images, include "left" and "right" in file names.

### Home Page Banners

- Home Page Product Showcase 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)
- Dog Ear/Peel Back: 6 months or more
- Hot Topic Area Sponsorship (exclusive to one advertiser)  
468 x 60 on topic main page
- 970 x 90 Pushdown Ad (50K max file siz)  
Hover Over Expansion Dimensions: 970 x 415 (max file size 200K). Option to provide 300 x 50 to serve smaller mobile devices
- Whitepaper or Vendor Library Hosting
- Pop Quiz: 300 x 600 and 300 x 300 website banners and 300 x 250 eNews 0.05 innner
- Social Media Posts: Facebook, Twitter, & LinkedIn

### Live From

- Sponsorship
- Mini Live From
- Custom Live From

## eNewsletters

### Occupational Health & Safety eNews

 Circulation 65,000\*, 2x/week

- New Product Spot
- 300 x 250 eNews Info Center
- 300 x 250 Large Right Box
- 468 x 60 Banner Ad
- 300 x 300 Square
- Sponsor
- Sole-Sponsored eNewsletter
- Custom content eNewsletter (with or without video)

### Spotlight eNews

 Circulation 65,000\*

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

### Whitepaper Quarterly eNews

 Multi-sponsorship opportunity. Circulation 65,000\*

- Top Banner (exclusive)
- Up to 8 sponsors: 150 x 150 image, 50-60 word description, URL

### OH&S E-View

 Circulation 65,000\*

- Single Issue Exclusive Sponsorship
- Requires a non-biased article submission. Includes top banner and 300 x 300 banner

### IH Quarterly and Construction Quarterly eNews

 Circulation 30,000\*

### ISEA Quarterly eNews

 Circulation 65,000\*

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

### Trade Show eNews

- 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

**Contact us for pricing.**

## Website Banner Ad Specs

### 1105 Media Ad Serving Platform is Google Ad Manager 360

(formerly DFP Premium)

#### Standard Image Files

Acceptable files include PNG, JPG, GIF (includes animated GIF). Maximum file size 80K.

**Click-thru URL** advertisers are responsible for maintaining a working URL, which must be supplied with image file. Click rates are not guaranteed.

#### HTML5

Acceptable up to 100K

Ad design and development guidance can be found here: <https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

#### 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 may be 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 make sure they are secured (https).

#### 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.
- Subsequent Load: The file size should be between 70-80K.
- Number of Subsequent Loads: 1-2
- In-banner Video: We can accommodate as long as it fits into the max 80K file size.
- Special Frame Requirements: None, but must follow our specs & file size.
- Max Animation Time: 10-15 seconds
- FPS (frames per second): 20-25 (max 30)
- Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
- Max Uninitiated Video Length: None if it fits into max 80K file size
- Concurrent Video/Animation: 25-30 seconds
- Audio Initiation After Expansion: User controlled with click
- Expandable Hotspot Limitation: No limitations

## eNews Banner Ad Specs

#### Banner Sponsorship - 40K maximum file size

eNews 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

Please submit materials to Francisco Arreola at [farreola@1105media.com](mailto:farreola@1105media.com). Phone: 818-814-5389

**All website and eNews creative is due 5 business days prior to launch.**

## Integrated Marketing Services

### Inserts/Outserts

Inserts and outserts are powerful advertising tools. Increase your visibility by taking advantage of these cost-effective advertising plans that build brand awareness and purchase intent. *OH&S* will work with you to create a customized piece that informs subscribers about trends, case studies, and products and services within your market. The insert appears within the publication, and the outsert is polybagged with it. Overruns are provided for your organization.

### Belly Bands/Cover Tips

Make your brand the the first thing *OH&S* readers see by advertising your brand on a belly band or cover tip. Double the impact and direct readers inside the magazine issue for more information on your brand.

### Classifieds

What better way to evaluate your ad than to survey the actual buyers or specifiers for your goods and services? Throughout the year, *OH&S* sponsors independent ad readership studies 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.

### 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. 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. For more information or to place a listing, call MediaBrains at 866-627-2467.

### Research Opportunities

Enlist *OH&S* to handle your next industry survey. From simple to expanded, we offer a variety of ways to collect research. Ask your Integrated Media Consultant how you can use our database of health and safety professionals to provide the information you need.

### List Rental

The *OH&S* 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 Elizabeth Jackson at [ejackson@meritdirect.com](mailto:ejackson@meritdirect.com) or 847-492-1350, x318.

### 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), ePrints, plaques and posters contact PARS International at [1105reprints@parsintl.com](mailto:1105reprints@parsintl.com) or 212-221-9595.

### 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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