

Media for Safety Professionals

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

OHS
OCCUPATIONAL HEALTH & SAFETY

86
YEARS

Recent Developments in Personal Noise Dosimetry

PHILIPS Reliable performance. Life-saving results.
Philips HeartStart AEDs [Learn more](#)

OHS 86
OCCUPATIONAL HEALTH & SAFETY

LIVE FROM NSC AEDS / CPR CONFINED SPACES ELECTRICAL SAFETY HAND PROTECTION PROTECTIVE APPAREL FALL PROTECTION MORE TOPICS

BRADY SOLVE > for Lean

3M **SCOTT** **BRADY** More than ready

OHS Webinar Series
Hugh Hoagland Presents:
Future Proofing Your Electrical Safety Program (ESP) with the Latest Best Practices
November 7, 2018 • 2:00 p.m. Eastern - 11:00 a.m. Pacific

sphera **GORE-TEX PYRAD** PRODUCTS

Summary
This webinar will focus on the latest ESP improvements for companies to implement ahead of the NFPA 70E 2021 standard. Proposed changes to the standard will be discussed along with other ways to reduce arc flash energy and prevent all fatalities and most of the serious injuries without breaking the bank on cost.

Overview
Title: H Program
Date: W
Time: O
Duration: 1
Attendees: This pre PM East
Audience: A

OHS Employee Gifts & Incentives
OCCUPATIONAL HEALTH & SAFETY

OCTOBER 2018
www.ohsonline.com

ma

OHS Employee Drug & Alcohol Testing
OCCUPATIONAL HEALTH & SAFETY

JUNE 2018
www.ohsonline.com

Top Ten Mistakes Employers Make When Conducting Workplace Drug and Alcohol Testing

Prescription Drugs and Safety Warnings: The Impact for Providers and Employers

OHS OCCUPATIONAL HEALTH & SAFETY

Home

Wednesday, September 12, 2018

CORITY EHSQ SOFTWARE **cority** [Learn More](#)

Info Center
SafetyDNA

Your Blueprint for Chemical Safety Training

By Craig Haberer
Employee training is one of the five key pillars to OSHA's Hazard Communication standard here in the United States. But what do you need to do? How often do you need to train? What training content should be provided? What's the most effective means of training workers for both quick understanding, but also long-term knowledge retention? These are the questions that most often come to mind.

Employees have a right not to get hurt at work, and employers have a responsibility to take every reasonable measure to provide a safe work environment. Not every hazard or incident can be prevented, but some core training and continuing education will make your facility a safer place to work.

Chemicals present an unusual set of safety concerns and requirements. Chemicals can be unpredictable, are not always in a fixed location and, in some cases, can be incompatible to other chemicals in the immediate work environment. Therefore, chemical safety training must occur early, often, and as close or specific

- 3 Examples of Leaders Showing Their Commitment to Safety
- The Power of "Why" When Communicating Employee Safety
- Reducing Serious Injuries and Fatalities: 5 Trends & Challenges Ahead
- 2 Major Reasons Why Your Company Isn't Improving Its Safety Performance
- A Research-Based Strategy to Reduce Safety Incidents in the Workplace

TETHER TRACK
FALL PROTECTION SYSTEMS BY GORBEL



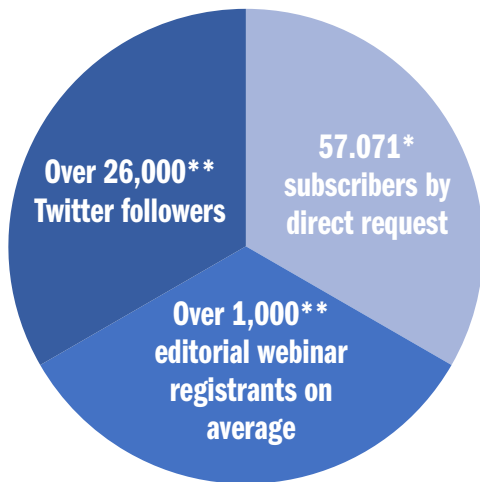
Covering the Industry Triad ... and More!

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 **82,824*** 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

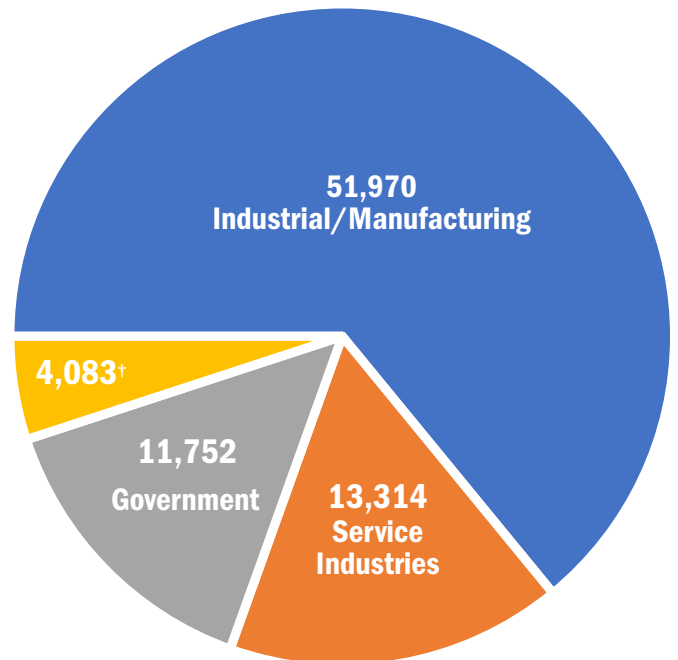
- Reach 65,000** safety buyers with a variety of **OH&S† e-letters and custom e-letters.**
- Receive a guarantee of 300** targeted leads with our **custom and editorial webinars.**
- Take advantage of our average of 408,630* monthly average pageviews and 173,070* monthly users at **ohsonline.com—designed for easy viewing on tablets!**
- Join our growing number of **Twitter followers—26.7K**** as of October 2018!

Buying Responsibility*

| | |
|--------------------------|--------|
| Safety Equipment | 36,181 |
| Training | 29,027 |
| Occupational Health | 26,017 |
| Environmental Compliance | 24,781 |
| Fire Protection | 24,281 |
| Ergonomics | 23,561 |
| Industrial Hygiene | 23,420 |
| Emergency Response | 23,334 |
| Security | 20,500 |
| Software | 18,921 |

OH&S reaches 46,124* buyers and specifiers!

Circulation That Counts*



*BPA Brand Report, June 2018

**Media Owner's Own Data

†Others allied to field

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 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.

- 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
 - Winners coverage in November/December



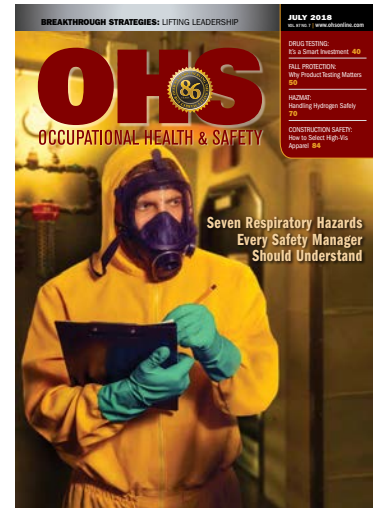
What OH&S Subscribers Are Saying*

Dedicated and Devoted Subscribers

Occupational Health & Safety has loyal subscribers who depend on the publication for important health and safety news and information. According to the Baxter Research July 2018 mediaView report, 83% of Occupational Health & Safety magazine subscribers rate it important, very important, or a personal favorite!

After seeing an ad in OH&S, subscribers reported one or more of the following:

- 85% have improved opinion
- 85% became newly aware of a product/service



“I use it to see what new items are available. I have been in the EHS business nearly 30 years, and most of the new items can be found here. Articles are typically written by industry experts actually from the EHS field.”
—Senior Corporate Environmental Health and Safety Engineer

“It’s an efficient way to stay current with the latest thoughts and trends on many topics. I also like to stay current with the latest safety equipment available.”

—Dir. Env. Health Safety

“#1 trade journal.”
—President

“Gives me insight into industry trends and practical strategies for reducing workplace injuries.”

—Health Safety Director

“Provides insightful information for the emergency management arena.”

—External Affairs

“It is a very useful tool for day-to-day safety.”
—Safety Manager

“[I read OH&S] to keep informed about changes and new products coming out.”
—Safety Manager

“Occupational Health & Safety magazine helps me stay on top of current trends. I find that the articles are informative and beneficial.”

—HS Manager

“I can trust the information inside.”

—Pr. Sys Eng.

“A lot of timely articles and insights as well as the digital version has great links to really good webinars that allow continuous training for my EHS team and other departments.”
—EHS Administrator

“[I read OH&S] to help keep updated on industry trends and new IH and safety equipment available.”
—Environmental Scientist

*Baxter Research, 2018 mediaView Quarterly Reports

Editorial Calendar

January/February 2019

Ad close: 11/27/18 • Materials due: 11/28/18

Special Focus

Construction Safety

Value Adds

For all half page or larger advertisers

Feature Articles

IH: Chemical Safety/SDS

PPE: Foot Protection, Respiratory Protection, Hand Protection

Training: Defibrillators & CPR

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

- **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

March 2019

Ad close: 1/25/19 • Materials due: 1/28/19

Special Focus

Fall Protection

Value Adds

For all half page or larger advertisers

Feature Articles

IH: Gas Detection

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

Training: Lockout/tagout

Plus: Summer Hazards/Heat Stress, Drug Testing

- **Magazine!** Free Product Listing
Product Spotlight for fall protection and hearing protection advertisers

- **Website!** Free Product Listing
Head & Face Protection
Lockout/tagout

April 2019

Ad close: 2/25/19 • Materials due: 2/27/19

Special Focuses

Fire Safety

Value Adds

For all half page or larger advertisers

Show Coverage/Bonus Distribution

NFMT, March 26-28, Baltimore

Feature Articles

IH: Confined Spaces

PPE: Vision Protection, Foot Protection

Training: Electrical Safety

Plus: Welding, Incentives

- **Magazine!** Free Product Listing
Product Spotlight for vision protection, and fire safety advertisers

- **Website!** Free Product Listing
Incentives
Electrical Safety

Editorial Calendar

May 2019

Ad close: 4/1/19 • Materials due: 4/3/19

Special Focus

Industrial Hygiene

Feature Articles

IH: Chemical Safety/SDS

PPE: Respiratory Protection, Protective Apparel

Training: Fire Safety

Plus: Combustible Dust, Emergency Showers & Eyewash

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

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.

Show Coverage/Bonus Distribution

AIHce, May 20-22, Minneapolis

June 2019

Ad close: 4/26/19 • Materials due: 4/30/19

Special Sections

Employee Gifts & Incentives

DATIA

Feature Articles

IH: Gas Detection

PPE: Hand Protection, Vision Protection, Fall Protection

Training: Electrical Safety

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

ASSP Safety 2019 Issue

Value Adds

For all half page or larger advertisers

- **Research!** Ad Readership Study

- **Magazine!** Free Product Listing Product Spotlight for hand protection and oil & gas advertisers

- **Website!** Free Product Listing Electrical Safety, Defibrillators & CPR

Bonus Value Add

For all quarter page or larger advertisers exhibiting at ASSP Safety 2019

ASSP Online Product Showcase

Includes photo, brief description, company name and booth number. Will reside on ohsonline.com for six weeks.

Show Coverage/Bonus Distribution

ASSP Safety 2019, June 9-12, New Orleans Incentive Marketing Association Summit, July 22-24, Chicago

July/August 2019

Ad close: 6/28/19 • Materials due: 6/29/19

Special Focuses

Construction Safety

Protective Apparel

Feature Articles

IH: Confined Spaces

PPE: Respiratory Protection, Hand Protection, Head Protection

Training: Chemical Safety, Lockout/tagout

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

The Company Profile Issue & VPPPA Safety+ Issue

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 September 2019

- Company Profile of same size as ad in July/August 2019 issue

Show Coverage/Bonus Distribution

VPPPA Safety+, August 27-30, New Orleans

Editorial Calendar

September 2019

Ad close: 7/31/19 • Materials due: 7/31/19

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

National Safety Council Congress & Expo Issue

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 Adds

For all half page or larger advertisers in BOTH July/August and September 2019:

- Corporate Profile in July/August 2019 issue (of the same size as ad)

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.

Show Coverage/Bonus Distribution

NSC, September 9-11, San Diego

October 2019

Ad close: 8/26/19 • Materials due: 8/28/19

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

- **Research!** Ad Readership Study

- **Magazine!** Free Product Listing
Product Spotlight for construction and electrical safety advertisers

- **Website!** Free Product Listing
Emergency Showers & Eyewash
Industrial Hygiene

November/December 2019

Ad close: 10/28/19 • Materials due: 10/30/19

Special Focus

2019 OH&S New Product of the Year Winners
Vision Protection

Feature Articles

PPE: Hand Protection, Protective Apparel, Hearing Protection

IH: Gas Detection

Training: Fall Protection

Plus: Lockout/Tagout, Facility Safety

Value Adds

For all half page or larger advertisers

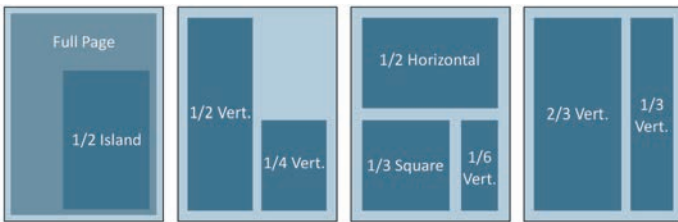
- **Magazine!** Free Product Listing
Product Spotlight for protective apparel and vision protection advertisers

- **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 |
|-----------------------|-------------|-----------------|-----------------|
| Full Page | 7 1/8 x 10 | 7 5/8 x 10 1/2 | 7 7/8 x 10 3/4 |
| Spread | 14 3/4 x 10 | 15 1/4 x 10 1/2 | 15 1/2 x 10 3/4 |
| 2/3 Vertical | n/a | 4 3/8 x 9 3/4 | n/a |
| 1/2 Horizontal | n/a | 6 5/8 x 4 3/4 | n/a |
| 1/2 Island | n/a | 4 3/8 x 6 5/8 | n/a |
| 1/2 Vertical | n/a | 3 1/4 x 9 3/4 | n/a |
| 1/3 Vertical | n/a | 2 1/8 x 9 3/4 | n/a |
| 1/3 Square | n/a | 4 3/8 x 4 3/4 | n/a |
| 1/4 Vertical | n/a | 3 1/4 x 4 3/4 | n/a |
| 1/6 Vertical | n/a | 2 1/8 x 4 3/4 | n/a |



All ads are to scale.

Acceptable File Formats

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

Preparing native files for printable PDFs

Multiple pages need to be submitted as single page files.

Artwork must be CMYK, minimum 300 dpi.

Files must be flattened (no layers or transparencies).

Set bleeds 1/8" beyond trim.

DO NOT use stylized fonts.

Embed all fonts.

Overall density of CMYK colors cannot exceed 300%.

Set trim marks with a 12-point offset so the marks don't overlap the bleed.

Preparing native files for printable Illustrator EPS

Artwork must be CMYK, minimum 300 dpi.

Files must be flattened (no layers).

Set bleeds 1/8" beyond trim.

Fonts must be embedded or converted to outlines.

Overall density of CMYK colors cannot exceed 300%.

Set trim marks so they don't overlap the bleed.

Submitting Digital Files

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

Uploading to FTP

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

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

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/[magazine title]

Tip: You'll need file-sharing software to upload to FTP. One of the most user-friendly free programs for Mac and PC is FileZilla:

FileZilla Instructions

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

Proofs

If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction. Send proofs to: Production Coordinator

OH&S, [issue date]

1105 Media, Inc.

6300 Canoga Aveue, Suite 1150

Woodland Hills, CA 91367

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 June 2018 BPA statement shows:
26,454* Twitter followers (now up to 26.7K!**)
5,495* Facebook likes (now up to 5,791!**)
4,063* LinkedIn group members (now up to 4,843!**) Look for our numbers to grow even higher this year!



Like us on Facebook:
www.facebook.com/ohsmag



Follow us on Twitter:
www.twitter.com/OccHealthSafety



Join our group on LinkedIn:
www.linkedin.com/company/occupational-health-and-safety-magazine

Custom Media

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.

Native Advertising

See next page for details.

Sponsored Tweets

Grow your business by sponsoring timely messages on our Twitter page. With 26.7K** followers, OccHealthSafety is the place to get safety professionals seeing and talking about your brand.

Live From ASSP Safety 2019 & NSC 2019

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.

*BPA Brand Report, June 2018**
Media Owner's Own Data, October 2018

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 408,630 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, June 2018

Native Ad Requirements:

1,000-2,000 word article

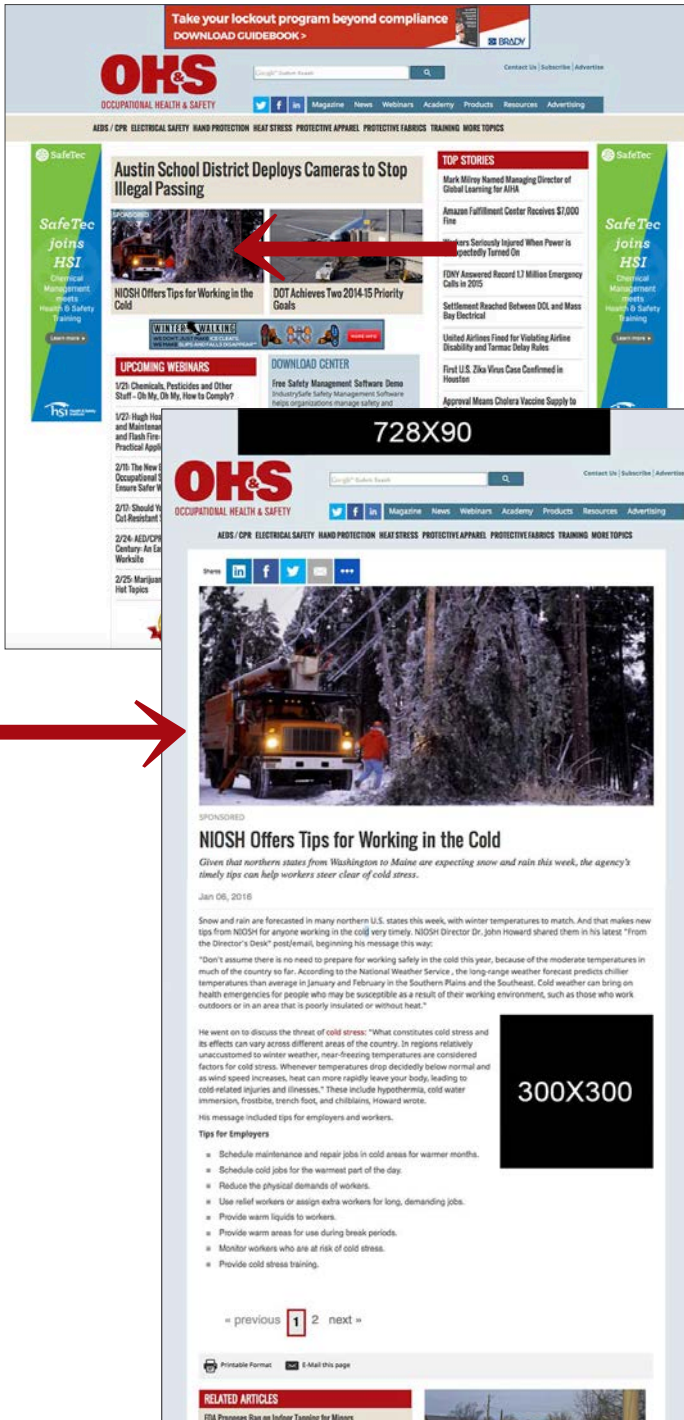
High resolution article image greater than 1025px wide.

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!



Live From ASSP Safety 2019 and NSC 2019

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



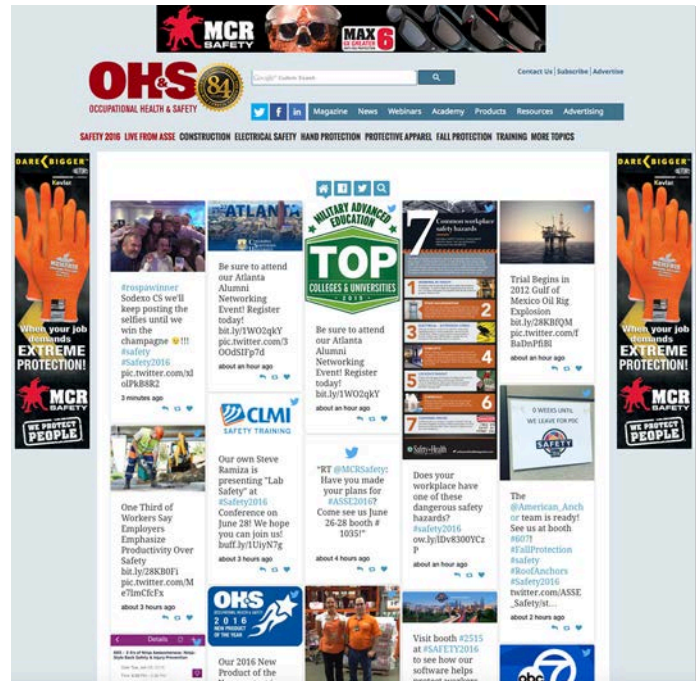
ohsonline.com/live

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
- Use of Live From logo to promote sponsorship
- Booth sign promoting your sponsorship
- Video from your booth
- Ability to go "live" on Facebook Live or Periscope
- Tweets from *OH&S* editors about your company, products and booth, including tweets during the show *OH&S* currently has 27.6K* Twitter followers!

**Media Owner's Own Data*



Live From Dates

ASSP Safety 2019

May 27 - June 24, 2019

NSC 2019

August 26 - September 23, 2019



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.



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



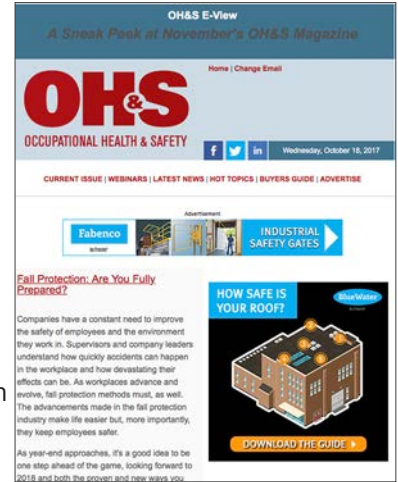
OH&S Whitepapers

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 - Show Updates & Product Spotlights

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 **ASSE Safety 2019** 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 **AIHce**, **VPPPA Safety+**, and **A+A Show Update E-newsletter** will be delivered to this audience once before, once during, and once after the show.

For extra exposure, add **Pre-Show and Post-Show Spotlight E-newsletters** to your Safety 2019 and NSC 2019 campaigns. The product-focused e-newsletter will be sent approximately one week before and one week after the show.

*Media Owner's Own Data

Trade Show E-newsletters Dates

AIHce 2019

May 14
May 21
May 28

ASSP Safety 2019

May 28
June 4
June 11
June 12
June 18

VPPPA Safety+ 2019

August 22
August 29
September 5

NSC 2019

August 27
September 3
September 10
September 11
September 17

A+A 2019

October 30
November 6
November 13

Trade Show E-newsletter 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.

Trade Show Spotlight E-newsletters

ASSP Safety 2019

Pre-Show Spotlight - June 2
Post-Show Spotlight - June 16

NSC 2019

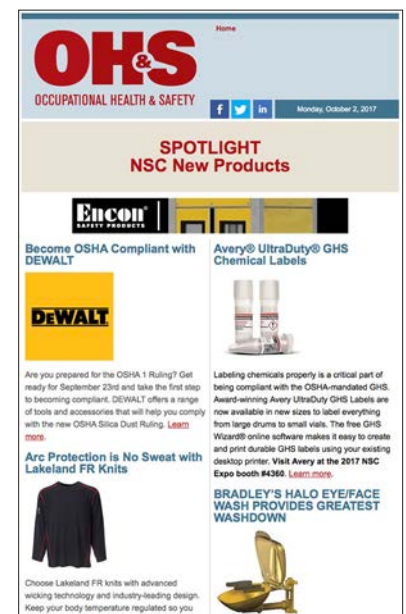
Pre-Show Spotlight - September 1
Post-Show Spotlight - September 15

Trade Show Spotlight E-newsletter 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.



E-news Editorial Calendar

| Issue | Special Focus |
|----------------------|---|
| JANUARY 2019 | |
| January 2 | General <i>OH&S</i> |
| January 3 | Spotlight - Oil & Gas |
| January 7 | General <i>OH&S</i> |
| January 9 | SDS |
| January 14 | General <i>OH&S</i> |
| January 16 | General <i>OH&S</i> |
| January 17 | Spotlight - Construction |
| January 22 | General <i>OH&S</i> |
| January 23 | Training |
| January 28 | General <i>OH&S</i> |
| January 30 | General <i>OH&S</i> |
| FEBRUARY 2019 | |
| February 4 | General <i>OH&S</i> |
| February 6 | Vision Protection |
| February 7 | Spotlight - Defibrillators & CPR |
| February 11 | General <i>OH&S</i> |
| February 13 | General <i>OH&S</i> |
| February 14 | IH Quarterly |
| February 19 | General <i>OH&S</i> |
| February 20 | General <i>OH&S</i> |
| February 21 | Spotlight - Chemical Safety |
| February 27 | Respiratory Protection |
| MARCH 2019 | |
| March 4 | PPE |
| March 6 | General <i>OH&S</i> |
| March 7 | Spotlight - Protective Apparel |
| March 11 | General <i>OH&S</i> |
| March 13 | Fall Protection |
| March 14 | Spotlight - Summer Hazards/Heat Stress |
| March 18 | General <i>OH&S</i> |
| March 19 | Whitepapers |
| March 20 | General <i>OH&S</i> |
| March 21 | Spotlight - Oil/Gas |
| March 25 | General <i>OH&S</i> |
| March 27 | General <i>OH&S</i> |
| APRIL 2019 | |
| April 1 | General <i>OH&S</i> |
| April 3 | PPE: Hand Protection |
| April 4 | Spotlight - Noise Monitoring |
| April 8 | General <i>OH&S</i> |
| April 10 | General <i>OH&S</i> |
| April 15 | Facility Safety |
| April 17 | General <i>OH&S</i> |
| April 18 | Spotlight - Foot Protection |
| April 22 | General <i>OH&S</i> |
| April 24 | General <i>OH&S</i> |
| April 25 | IH Quarterly |
| April 29 | General <i>OH&S</i> |
| MAY 2019 | |
| May 1 | General <i>OH&S</i> |
| May 2 | Spotlight - Emergency Showers & Eyewash |
| May 6 | Training |
| May 8 | General <i>OH&S</i> |
| May 13 | General <i>OH&S</i> |
| May 15 | General <i>OH&S</i> |
| May 20 | General <i>OH&S</i> |
| May 22 | General <i>OH&S</i> |
| May 28 | General <i>OH&S</i> |
| May 29 | General <i>OH&S</i> |
| JUNE 2019 | |
| June 3 | General <i>OH&S</i> |
| June 5 | General <i>OH&S</i> |
| June 6 | Spotlight - Respiratory Protection |
| June 10 | General <i>OH&S</i> |
| June 12 | Chemical Safety |
| June 13 | Whitepapers |
| June 17 | General <i>OH&S</i> |
| June 19 | General <i>OH&S</i> |
| June 20 | Spotlight - Incentives |
| June 24 | General <i>OH&S</i> |
| June 26 | General <i>OH&S</i> |
| June 27 | Spotlight - Noise Monitoring |

E-news Editorial Calendar

Issue Special Focus

JULY 2019

| | |
|---------|---------------------------------|
| July 1 | General <i>OH&S</i> |
| July 3 | General <i>OH&S</i> |
| July 8 | PPE: Fall Protection |
| July 10 | General <i>OH&S</i> |
| July 11 | Spotlight - Construction Safety |
| July 15 | General <i>OH&S</i> |
| July 17 | Transportation Safety |
| July 22 | General <i>OH&S</i> |
| July 24 | General <i>OH&S</i> |
| July 25 | Spotlight - Facility Safety |
| July 29 | General <i>OH&S</i> |

AUGUST 2019

| | |
|-----------|--------------------------------|
| August 5 | General <i>OH&S</i> |
| August 7 | General <i>OH&S</i> |
| August 8 | Spotlight - Hand Protection |
| August 12 | General <i>OH&S</i> |
| August 14 | General <i>OH&S</i> |
| August 15 | IH Quarterly |
| August 19 | General <i>OH&S</i> |
| August 21 | General <i>OH&S</i> |
| August 22 | Spotlight - Protective Apparel |
| August 26 | General <i>OH&S</i> |
| August 28 | General <i>OH&S</i> |
| August 29 | Spotlight - Oil/Gas |

SEPTEMBER 2019

| | |
|----------|-------------------------------|
| Sept. 3 | General <i>OH&S</i> |
| Sept. 4 | General <i>OH&S</i> |
| Sept. 5 | Spotlight - Electrical Safety |
| Sept. 9 | General <i>OH&S</i> |
| Sept. 11 | General <i>OH&S</i> |
| Sept. 12 | Whitepapers |
| Sept. 16 | General <i>OH&S</i> |
| Sept. 18 | Emergency Showers/Eyewash |
| Sept. 23 | General <i>OH&S</i> |
| Sept. 25 | General <i>OH&S</i> |
| Sept. 26 | Spotlight - Incentives |
| Sept. 30 | General <i>OH&S</i> |

Issue Special Focus

OCTOBER 2019

| | |
|------------|-------------------------------|
| October 2 | General <i>OH&S</i> |
| October 7 | General <i>OH&S</i> |
| October 9 | Facility Safety |
| October 10 | Spotlight - Fire Safety |
| October 14 | General <i>OH&S</i> |
| October 16 | General <i>OH&S</i> |
| October 21 | General <i>OH&S</i> |
| October 23 | General <i>OH&S</i> |
| October 24 | IH Quarterly |
| October 28 | SDS |
| October 30 | General <i>OH&S</i> |
| October 31 | Spotlight - Vision Protection |

NOVEMBER 2019

| | |
|-------------|------------------------------------|
| November 4 | General <i>OH&S</i> |
| November 6 | General <i>OH&S</i> |
| November 7 | Spotlight - Respiratory Protection |
| November 11 | PPE |
| November 13 | General <i>OH&S</i> |
| November 14 | Spotlight - Hazmat |
| November 18 | General <i>OH&S</i> |
| November 20 | General <i>OH&S</i> |
| November 25 | Fall Protection |

DECEMBER 2019

| | |
|-------------|---|
| December 2 | General <i>OH&S</i> |
| December 4 | <i>OH&S</i> New Product of the Year Winners |
| December 5 | Spotlight - Oil/Gas |
| December 9 | General <i>OH&S</i> |
| December 11 | General <i>OH&S</i> |
| December 12 | Whitepapers |
| December 16 | General <i>OH&S</i> |
| December 18 | Hazmat |
| December 19 | Spotlight - Protective Apparel |

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 2019 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 promotions 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 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.

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 80K 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

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 website and e-news creative is due 5 business days prior to launch.

Please submit materials to Tim Bobko at tbobko@1105media.com. Phone: 818-814-5325

Integrated Marketing Services

Baxter Ad Readership Studies



What better way to evaluate your ad than to survey the actual buyers or specifiers for your goods and services? Throughout the year, *Occupational Health & Safety* 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.

Classifieds

Big things do come in small packages. Whether you are looking to recruit the best in the business or you want to buy and sell products and services, *OH&S's* classified ads are designed to help you run your business successfully.

Industry Directory

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. 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.

Inserts/Outserts

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

Belly Bands/Cover Tips

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

List Rental

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

Reprints

Extend the shelf life of your message and generate additional interest through full-scale reproductions of articles and advertisements. For single article reprints (in minimum quantities of 250-500), e-prints, plaques and posters contact PARS International at 1105reprints@parsintl.com or 212-221-9595. www.magreprints.com/QuickQuote.asp

Career Network

What better place to post your job openings than on leading industry website ohsonline.com! For more information, visit careers.ohsonline.com.

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