Your Partner in Lead Generation and Branding

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.
OH&S magazine reaches 74,103* subscribers!

**Top Industries**

- Construction
- Emergency Response
- Environmental
- Fire Protection
- Industry Hygiene
- Manufacturing
- Occupational Health
- Oil & Gas Extraction, Mining
- Safety Equipment
- Security
- Software
- Training
- Utilities

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* BPA Brand Report, June 2023
** 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 editorial, circulation, and digital reach to see that your advertising dollars go farther here than anywhere else in the industry. OH&S is the partner you can count on to generate leads and increase your business by utilizing our various platforms: print/digital magazine, website, SafetyPods, webinars, & eNewsletters. We are committed to providing you more value for your advertising dollar.

Award-Winning Publication


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 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.

Industry Awards Programs

Our award programs honor outstanding product development achievements of health & safety manufacturers whose products and solutions are considered particularly noteworthy in their ability to improve workplace safety.

- **OH&S New Product of the Year Awards (Spring/Summer)**
  - 2024 winners coverage in November/December 2024

- **OH&S Industrial Hygiene Awards (Winter/Spring)**
  - 2024 winners coverage in April/May 2024

- **Environmental Protection New Product of the Year Awards (Fall/Winter)**
  - 2024 winners coverage in Environmental Protection eNews
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 February/March 2023 adViewPro report, 85% of *OH&S* magazine subscribers became newly aware of a product/service after seeing an ad in *OH&S* magazine.

What *OH&S* Subscribers Are Saying*

“*I read OH&S* to get information about the safety topics that pertain to my workplace. I also look for articles and ads for equipment that may benefit my workplace.”
—Industrial Hygiene Safety Specialist

“[I read OH&S] to keep up with current safety and health products, trends and standards.”
—Safety Environmental Consultant

“[OH&S] introduces me to new products, articles, and information, which I then add to my training curriculum.”
—Training Director

“Being a safety-conscious manufacturing facility, [OH&S] allows me to see and understand what new safety innovations are occurring that would improve our safety program through awareness and monitoring.”
—Facilities Manager

“[OH&S] helps educate me on trends in the field of health and safety, and lets me know about new products that might be useful for us.”
—Compliance

“I look for the latest news, trends, products, and technology in the industrial safety and occupational health arena.”
—EHSQ Specialist

“I’ve been involved with safety over 22 years. [I read OH&S] to keep up with changes in the industry and to keep members up-to-speed with the latest and greatest items around safety. Keeping our workers safe is key.”
—Safety Consultant

“I’m always looking for better products. I like reading about safety. It seems I always learn something new.”
—Safety Manager

*Baxter Research, 2022/2023 adViewPro Reports*
2024 Print & Digital Magazine Editorial Calendar

**FEB/MAR**

**Ad close:** 2/2/24 • **Materials due:** 2/7/24

**Special Focus**
Construction Safety

**Feature Articles**
- IH: Gas Detection
- PPE: Hearing Protection, Protective Apparel, Foot Protection
- Training: Software
- Plus: Summer Hazards, Emergency Showers & Eyewash, Fall Protection, Welding, Employee Screening & Testing

**Value Adds**
Free for half page or larger advertisers
- **Research:** Ad Readership Study
- **Magazine:** Free magazine spotlight for Construction and Summer Hazards advertisers
- **Website:** Free online spotlight for Software and Employee Screening & Testing advertisers

**APR/MAY**

**Industrial Hygiene Issue**

**Special Focus**
Industrial Hygiene

**Special Coverage**
2024 Industrial Hygiene Awards Winners
AIHA Connect 2024

**Feature Articles**
- PPE: Respiratory Protection, Vision Protection, Hand Protection
- Training: Confined Spaces
- Plus: Indoor Air Quality, Facility Safety, Fire Safety, Workplace Safety Technology, Electrical Safety, Combustible Dust

**Value Adds**
Free for half page or larger advertisers
- **Magazine:** Free magazine spotlight for Industrial Hygiene and Hand Protection advertisers
- **Website:** Free online spotlight for Head & Face Protection and Facility Safety advertisers

**Bonus Value Add**
- **Website:** All quarter page or larger advertisers may submit a product or service to appear online in the **IH Showcase** for six weeks.
  - Showcase submissions include a photo, brief description, company name and URL.

**Bonus Distribution**
AIHA CONNECT 2024, May 20-22, Columbus, OH
2024 Print & Digital Magazine Editorial Calendar

**JUNE**

**COMPANY PROFILE ISSUE**
Ad close: 5/17/24 • Materials due: 5/21/24

**Special Focus**
Fall Protection

**Special Coverage**
Company Profiles

**Feature Articles**
IH: Confined Spaces
PPE: Respiratory Protection, Electrical Safety, Hand Protection
Training: Hazard Communication

**Value Adds**
Free for half page or larger advertisers
• **Website:** Free online spotlight for Fall Protection and Construction Safety advertisers

**Bonus Value Add**
• **Magazine:** All half page or larger advertisers who appear in the June and September 2024 issues will be eligible for a Company Profile in the June 2024 issue. Company Profile sizes will be dictated by the company advertisement.
  - This **Company Profile** includes a company logo, description, photo, contact information and more.
  - Examples of Company Profiles are available upon request.

**JULY/AUG**

**PRODUCT LAUNCH ISSUE**
Ad close: 6/27/24 • Materials due: 7/1/24

**Special Focus**
Oil & Gas

**Special Coverage**
Product Launch Showcase
ASSP Safety 2024

**Feature Articles**
IH: Chemical Safety
PPE: PPE for Women, Head & Face Protection, Foot Protection
Training: Lockout/Tagout
Plus: Defib & CPR, Summer Hazards, Hearing Protection, Gas Detection, Incentives, Emerging Safety Trends

**Value Adds**
Free for half page or larger advertisers
• **Magazine:** Free magazine spotlight for Oil & Gas and Foot Protection advertisers
• **Website:** Free online spotlight for Chemical Safety and Head & Face Protection advertisers

**Bonus Value Add**
• **Website:** All quarter page or larger advertisers may submit a product or service to appear online in the **Product Launch Showcase** for six weeks.
  - Showcase submissions include a photo, brief description, company name and URL.

**Bonus Distribution**
ASSP Safety 2024, August 7-9, Denver, CO
# 2024 Print & Digital Magazine Editorial Calendar

<table>
<thead>
<tr>
<th>SEP</th>
<th>OCT</th>
<th>NOV/DEC</th>
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</thead>
<tbody>
<tr>
<td>Ad close: 8/15/24 • Materials due: 8/19/24</td>
<td>Ad close: 9/20/24 • Materials due: 9/25/24</td>
<td>Ad close: 10/23/24 • Materials due: 10/28/24</td>
</tr>
</tbody>
</table>

### Special Focus
- **SEP:** Facility Safety
- **OCT:** Protective Apparel
- **NOV/DEC:** Regulatory Update

### Special Coverage
- **SEP:** Product Launch Showcase
- **OCT:** Winter Hazards
- **NOV/DEC:** 2024 OH&S New Product of the Year Winners

### Feature Articles
- **SEP:** IH: Noise Monitoring
- **OCT:** IH: Hazard Communication
- **NOV/DEC:** PPE: Hand Protection, Foot Protection, Eye & Face Protection

### Training
- **SEP:** Fall Protection
- **OCT:** Materials Handling
- **NOV/DEC:** Facility Safety

### Plus
- **SEP:** Combustible Dust, Defib & CPR, Slips/Trips/Falls, Chemical Safety: Hazcom, Electrical Safety, Software Solutions
- **OCT:** Workplace Safety Technology, Transportation Safety, Confined Spaces, IH Instruments/Monitoring, Vision Protection
- **NOV/DEC:** Lockout/Tagout, Safety Culture, Construction Safety, Emergency Showers & Eyewash, Noise Monitoring

### Value Adds
- Free for half page or larger advertisers
  - **SEP:** Magazine: Free magazine spotlight for Facility Safety and Software advertisers
  - **OCT:** Research: Ad Readership Study
  - **NOV/DEC:** Website: Free online spotlight for Combustible Dust and Slips/Trips/Falls advertisers

### Bonus Value Add
- Website: All quarter page or larger advertisers may submit a product or service to appear online in the Product Launch Showcase for six weeks.
  - Showcase submissions include a photo, brief description, company name and URL.

### Bonus Distribution
- NSC Congress & Expo 2024, September 16-18, Orlando, FL

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**Important Notes:**
- Ad close dates and materials due dates are noted above for each issue.
- Value Adds are exclusive to advertisers meeting the half page or larger requirement.
- Bonus Value Add offers for NSC Congress & Expo 2024 are limited to the specified dates.
- All submitted content must adhere to the editorial calendar guidelines and deadlines provided.

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**Contact Information:**
- ohsonline.com
- For more information, please reach out to the editorial team at editorial@ohsonline.com.
### Magazine Ad Specs

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

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<tr>
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<th>Live</th>
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<tbody>
<tr>
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<td>7 5/8 x 10 1/2</td>
<td>7 7/8 x 10 3/4</td>
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<tr>
<td>Spread</td>
<td>14 3/4 x 10</td>
<td>15 1/4 x 10 1/2</td>
<td>15 1/2 x 10 3/4</td>
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<td>n/a</td>
<td>4 3/8 x 9 3/4</td>
<td>n/a</td>
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<tr>
<td>1/2 Horizontal</td>
<td>n/a</td>
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<td>2 1/8 x 4 3/4</td>
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</tr>
</tbody>
</table>

All ads are to scale.

All bleeds are 1/8” beyond trim. For bleed ads, keep live copy 1/4” from trim. For spreads, we recommend keeping live copy 1/4” from the gutter on each side.

### 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:** 290,229*
**Monthly average users on ohsonline.com:** 140,528*

Custom Media

**Content Syndication:** We will host your asset(s) and market with targeted email promotions to our engaged database to drive quality registrations to help fill your sales pipeline with leads.

**Native Advertising:** Draw more attention to your brand by running sponsored content in must-read ohsonline.com articles.

**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.

**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.

Social Media

**Social Media Leader**

OH&S leads the way in social media with the largest monthly combined average of LinkedIn & Twitter followers and Facebook likes in the industrial safety market. Look for our numbers to grow even higher this year!

**124,400* LinkedIn group members**
Look for our numbers to grow even higher this year!

**37,800* Twitter followers**

**9,037* Facebook likes**

Sponsored Posts

Take advantage of our reach and 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 position your marketing materials in front of safety and health professionals. Ask us about our tradeshow Social Media Packages.

*BPA Brand Report, June 2023
**Media Owner’s Own Data, October 2023
Advertising Options on ohsonline.com

- Updated design
- Mobile friendly
- Top-performing banner sizes & options
- Easy navigation & enhanced opportunities for reader engagement

### Run of Site (ROS) Banners
- 728x90 Top Leaderboard or 970x250 Billboard—8 sponsors
- 640x480 Embedded Article Banner—1 sponsor
- 300x250 Rectangle—6 sponsors
- 300x600 Super skyscraper—4 sponsors
- Wallpaper*—4 sponsors
  (2) 152x600 banners in cohesive design
  If supplying 2 different images, include “left” and “right” in file names.
- 728x90 Bottom Banner—8 sponsors

### 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)
- 728x90 Leaderboard—8 sponsors
- 300x250 Square—6 sponsors
- 728x90 or 970x250—8 sponsors

### Specialty Options
- Home Page Info Center (up to 5 links and a logo)
  Exclusive position. 12x commitment required.
- Hot Topic Area Sponsorship (exclusive to one advertiser)
  468x60 on topic main page
- White Paper Hosting
- Native Advertising
- Pop Quiz: 300x600 and 300x300 website banners and 300x250 eNews banner

*Only appears on desktop devices
Content Syndication
Secure Quality Decision Maker Leads

Leverage your existing marketing materials — whitepapers, case studies, research, reports, and more!

We will host your asset(s) and market with targeted email promotions to our engaged database to drive quality registrations to help fill your sales pipeline.

Our Content Syndication Program will feature your asset(s) in our Resources Library on our site and will offer a wide range of custom capabilities, including audience targeting, custom lead reporting and delivery.

Program Details and Benefits

Guaranteed Leads
100 guaranteed leads (minimum buy, but not limited to...)

Industries
Manufacturing, Construction, Oil & Gas, Utilities

Job Titles
Safety, Environmental Health & Compliance, Industrial Hygiene, OSHA, Human Resources (VP+ only), Facility Management

Resources Library
All assets hosted in Research Library for duration of campaign with dedicated landing page including asset title, summary and sponsor logo along with registration form

Email Promotion
Series of targeted email promotions, reaching our highly engaged database, to drive registrations to your asset(s) to reach your lead guarantee

Lead Delivery
Leads delivered weekly (custom delivery options available — ask your sales rep for details) including all of the following standard fields:
• Job Title
• Email
• First Name
• Last Name
• Company
• Full Address
• Phone
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 290,229 Pageviews.*

Your Sponsored Content box on the home page will link to your provided article PLUS a 728x90 leaderboard and 300x250 banner ad. Your sponsored content will also be included in eNewsletters and with (2) social media posts 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
• 300X250 banner ad image with link
• Due dates are 5 business days or one week before live date

*BPA Brand Report, June 2023
Product Launch 2024

Make sure the largest audience of safety professionals learns about your new products and services by taking advantage of this special print and online coverage.

July/August and September
Looking for ways to increase your visibility? OH&S has the forum you need! With our large selection of media formats, you can promote your offerings to a much larger audience without the cost of traveling—whether or not you also plan to exhibit at trade shows. Select from one of our special packages, or choose specific media to suit your needs. Space is limited, so reserve your positions today!

OH&S Magazine

July/August or September
Don’t miss launching your products this year! Advertise in our issue and receive the opportunity to submit a product or service to appear in the magazine Product Launch Showcase and in the online Product Launch Showcase for six weeks. Showcase submissions include a photo, brief description, company name and URL.

Product Launch Spotlight eNewsletters

July 28 and August 18
September 8 and September 29
Reinforce your branding by introducing your new products to our audience of more than 65,000* safety professionals.

Maximize Your Reach With Our Special Product Launch Packages

Premium Product Launch Package
- Full page magazine ad in June or October OH&S Magazine
- (2) spots in July/August & September Product Launch eNewsletters

Deluxe Product Launch Package
- Full page magazine ad in June or October OH&S Magazine
- (1) spot in July/August & September Product Launch eNewsletters
eNewsletters

**Occupational Health & Safety**

This multi-sponsored 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. Contact us to learn more. Print and online packages are available.

**OH&S Spotlight**

Spotlight eNewsletters focus on specific industries or products and reach 65,000* safety buyers. This multi-sponsored eNewsletter goes out two to three times each month and includes one 468x60 top banner and up to six product listings. Contact us to learn more. Print and online packages are available.

**OH&S eView**

In this sole sponsored eNewsletter, we send your OH&S online published article along with your banner ads to generate buzz and capture the attention of the industry. Your message will reach our 65,000* safety professionals. Includes 468x60 top and bottom banners and a 300x250 banner.

**Sole-Sponsored eNewsletters or eBlasts**

An exclusive opportunity to send your messaging to our audience. Different formats are available depending on your marketing goal. Utilize our template or your HTML file to focus on content, a white paper, products, or a special announcement. Contact us to learn more about available options.

- Reach more than 65,000* safety buyers!
- Highlight your products and services!
- Make your brand the focus!
- Give subscribers a sneak peek at your upcoming OH&S article or your latest whitepaper!
Quarterly eNewsletters

Whitepaper Quarterly
Highlight your whitepaper four times a year in this eNewsletter. Distribution: 65,000* safety buyers
• Product listing within Whitepaper eNewsletter
• Product listing within Whitepaper section of ohsonline.com
• Top banner also available

March 19
June 13
September 24
December 12

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 8
April 25
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 5
June 18
September 12
November 19

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 to your booth at the premier trade shows in the health, safety and hygiene industry, or get exposure at these shows even as a non-exhibitor. Content is generated by our editors in these multi-Sponsored eNewsletters.

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

The AIHA Show Update eNewsletter will be delivered to 30,000* IH professionals once before, once during, and once after the show.

The VPPPA Safety+ Show Update eNewsletter will be delivered to 65,000* safety buyers once before, once during, and once after the show.

For extra exposure, add Pre-Show and Post-Show Spotlight eNewsletters to your ASSP Safety 2024 and NSC 2024 campaigns. The product-focused eNewsletter will be sent approximately one week before and one week after the show.

Trade Show eNewsletters Dates

<table>
<thead>
<tr>
<th>AIHA CONNECT 2024</th>
<th>VPPPA Safety+ 2024</th>
<th>NSC 2024</th>
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<tbody>
<tr>
<td>May 14</td>
<td>August 20</td>
<td>September 10</td>
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<td>May 21</td>
<td>August 27</td>
<td>September 17</td>
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<td>May 28</td>
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<td>September 18</td>
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Trade Show Product Launch Spotlight eNewsletters Dates

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<th>NSC 2024</th>
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<td>August 8</td>
<td>September 17</td>
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<td>August 9</td>
<td>September 18</td>
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<tr>
<td>August 13</td>
<td>September 20</td>
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</table>

Trade Show Spotlight eNewsletters Ad Sizes

- Top Banner - 468x60 (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.

*Media Owner’s Own Data
# eNews 2024 Editorial Calendar

| January 3 | Regulatory & Compliance Updates |
| January 8 | General OH&S |
| January 10 | Hazard Communication |
| January 16 | General OH&S |
| January 17 | General OH&S |
| January 22 | Training |
| January 23 | Spotlight - Slip/Fall |
| January 24 | General OH&S |
| January 29 | General OH&S |
| January 31 | Facility Safety |

| February 1 | Spotlight - Construction Safety |
| February 5 | General OH&S |
| February 7 | Head & Face Protection |
| February 8 | IH Quarterly |
| February 12 | General OH&S |
| February 14 | General OH&S |
| February 20 | General OH&S |
| February 21 | General OH&S |
| February 26 | Respiratory Protection |
| February 28 | General OH&S |

| March 4 | Software & Online Solutions |
| March 5 | Construction Quarterly |
| March 6 | General OH&S |
| March 7 | Spotlight - Protective Apparel |
| March 11 | General OH&S |
| March 13 | Fall Protection |
| March 18 | General OH&S |
| March 19 | Whitepaper Quarterly |
| March 20 | General OH&S |
| March 25 | Summer Hazards/Heat Stress |
| March 28 | General OH&S |

| April 1 | General OH&S |
| April 3 | Hand Protection |
| April 8 | General OH&S |
| April 9 | Spotlight - Fire Safety |
| April 15 | General OH&S |
| April 17 | Facility Safety |
| April 22 | General OH&S |
| April 24 | General OH&S |
| April 25 | IH Quarterly |
| April 29 | General OH&S |

| May 1 | Stand-Down for Fall Prevention |
| May 6 | General OH&S |
| May 8 | Training |
| May 13 | General OH&S |
| May 15 | Respiratory Protection |
| May 20 | General OH&S |
| May 23 | Spotlight - Noise Monitoring |
| May 29 | General OH&S |

| June 3 | PPE for Women |
| June 4 | Spotlight - Electrical Safety |
| June 10 | General OH&S |
| June 12 | General OH&S |
| June 13 | Whitepaper Quarterly |
| June 17 | General OH&S |
| June 18 | Construction Quarterly |
| June 19 | Chemical Safety |
| June 24 | General OH&S |
| June 26 | Summer Hazards/Heat Stress |
# eNews 2024 Editorial Calendar

<table>
<thead>
<tr>
<th>EDITION</th>
<th>SPECIAL FOCUS</th>
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<tbody>
<tr>
<td><strong>JULY</strong></td>
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<tr>
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<td>General OH&amp;S</td>
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<tr>
<td>July 3</td>
<td>General OH&amp;S</td>
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<td>July 8</td>
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<td>July 9</td>
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<td>July 10</td>
<td>Fall Protection</td>
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<td>General OH&amp;S</td>
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<td>July 22</td>
<td>Facility Safety</td>
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<td>July 24</td>
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<td>July 31</td>
<td>Regulatory &amp; Compliance Updates</td>
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<td>August 5</td>
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<td>Incentives</td>
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<td>General OH&amp;S</td>
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<td>Employee Screening &amp; Testing</td>
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<td>September 12</td>
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<td>General OH&amp;S</td>
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<td>October 29</td>
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<td>General OH&amp;S</td>
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<td>November 4</td>
<td>Regulatory &amp; Compliance Updates</td>
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<td>General OH&amp;S</td>
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<td>Fall Protection</td>
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<td>November 27</td>
<td>General OH&amp;S</td>
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<td><strong>DECEMBER</strong></td>
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<td>General OH&amp;S</td>
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<td>December 4</td>
<td>Oil/Gas</td>
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<td>December 9</td>
<td>OH&amp;S New Product of the Year Winners</td>
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<td>December 10</td>
<td>Whitepaper Quarterly</td>
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<td>December 11</td>
<td>General OH&amp;S</td>
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<td>General OH&amp;S</td>
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<td>December 17</td>
<td>Spotlight - Facility Safety</td>
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<td>December 18</td>
<td>Indoor Air Quality</td>
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Webinars

Your Powerful Tool for Generating Quality Sales Leads

Budget constraints and increasingly hectic work schedules can often prohibit today's health and safety decision makers from physically attending seminars, conferences and expositions. Moreover, they have constant ongoing educational needs. 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.

NEW! Editorial Webinar Speaking Sponsorship

Enhance your editorial webinar sponsorship with a 10-minute speaking opportunity, positioning your organization as a thought leader in the industry and giving you the forum to showcase your products to our engaged audience.

Sponsorship Details

• Event Promotion and Visibility: Registration development through targeted email promotions, eNewsletters and more
• Branding: Logo placement on event promotions, registration page, webinar dashboard and other event marketing materials
• Presentation (optional): 10-minute presentation (pre-recorded MP4 file or live) following editorial presentation
• Event Reporting: Comprehensive event reporting including all registrants, attendees, questions asked and any other pertinent engagement details

For more information on how to schedule or develop a webinar to meet your marketing needs, please contact your Regional Sales Manager.
OH&S SafetyPod

An Exciting Way to Promote Your Business

OH&S SafetyPod creates a unique marketing experience for your company by offering an insider’s view into the safety industry. Hosted by Editor David Kopf, each podcast features informative and timely information on important industry topics such as fall protection, personal protective equipment, industry hygiene, hazard communication and more.

Each sponsor will receive a mention at the beginning and end of the podcast as well as a brief company marketing message included in the episode. OH&S SafetyPods are marketed to our OH&S database, promoted on our website and popular podcast platforms Apple Podcasts, Spotify, Amazon Music and more.

Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast
- Sponsor named at beginning and end of podcast
- 60-second ad copy read in middle of podcast
- Mention in article about podcast being sponsored
- Inclusion in promotional eBlast to OH&S subscribers

NEW! Get Vendor Podcast leads with a Viewpoint

Take your podcast sponsorship even further with a Viewpoint, a graphically engaging PDF containing a Q&A version of the interview. The Viewpoint is a value-add extension for a vendor podcast that includes

- Lead generation campaign (optional)
- (1) email promotion blast
- (1) set of remarketing banners
- (1) 300x250 website banner that will run for one month
- (2) 468x60 eNewsletter banners (scheduled based on availability)

OH&S Safety Speak Limited to 1 sponsor per week

Shorter episodes covering top headlines, new industry information and more

- 30-second ad copy read during the episode

The OH&S Audience Listens to SafetyPod

82%* of OH&S SafetyPod listeners have taken the time to subscribe to the podcast on their preferred platform.

Vendor Podcast Sponsorship

- Sole sponsorship of a podcast produced specifically for your company
- Inclusion on topic and direction of podcast episode
- Representative from your company heavily featured in podcast
- Sponsor named at beginning and end of podcast
- 60-second ad copy read in middle of podcast
- Mention in article about podcast being sponsored
- Inclusion in promotional eBlast to OH&S subscribers

OH&S SafetyPod was listed as a “Top 40 Best Construction Podcasts in 2022” by construction industry resource Levelset.

With an average of 600+ downloads per episode, OH&S SafetyPod is in the top 10% of all podcasts.

OH&S SafetyPod has proven to be a useful tool for safety professionals to continue their own education and share with teammates. Over the last three years, OH&S SafetyPod has produced over 2,200 minutes of safety-related content in over 185 episodes. Popular podcast platforms, such as Apple Podcasts and Spotify, show OH&S SafetyPod has had 150% growth in the past year with no signs of stopping.

Contact us to learn how you can be part of this impressive catalog of content today.

*Media Owner’s Own Data
Online Ad Options

ohsonline.com

290,229* average page views per month

Run of Site (ROS) Banners
• 970x250 Billboard OR 728x90 Leaderboard - 8 sponsors
• 300x250 Rectangle—6 sponsors
• 300x600 Super Skyscraper—4 sponsors
• Wallpaper—4 sponsors
  (2) 152x600 banners in cohesive design

Home Page Banners
• Video Hosting
• 970x250 Billboard OR 728x90 Leaderboard - 8 sponsors
• 300x300 Square—6 sponsors

Specialty Options
• Home Page Info Center
  12x commitment required
• White Paper Hosting
• Pop Quiz - Includes 300x60 & 300x300 web banners & 300x250 eNews banner
• Native Advertising - 2 weeks
• Social Media Posts
  LinkedIn, Twitter, Facebook
• Vendor Webinar
• Editorial Webinar co-sponsor
• SafetyPod Vendor Podcast
• eBlast
• Safety Speak Sponsorship

Regional Sales Managers

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bblake@1105media.com
972-687-6718

Jenna Conwell
East
jconwell@1105media.com
610-436-4372

eNewsletters

Occupational Health & Safety eNews (2x/week)
Circulation 65,000*.
• New Product Spot
• 300x250 eNews Info Center
• 300x250 Large Right Box
• 468x60 Banner Ad
• 300x300 Square
• Sponsor
• Sole Sponsored eNewsletter (Product or Content)

Spotlight eNews or Whitepapers Quarterly
Circulation 65,000*.
• Top Banner
• 150x150 product image, 40-60 word description

OH&S eView Sole Sponsored eNews
Circulation 65,000*. Includes submitted article.
• Single Issue Exclusive Sponsorship
• Article published on OH&S online

IH Quarterly and Construction Quarterly eNews
Circulation 30,000*.
• New Product Spot
• 300x250 eNews Info Center
• 300x250 Large Right Box
• 468x60 Banner Ad
• 300x300 Square
• Sponsor

Trade Show eNews - AIHA Connect, ASSP, BPPPA and NSC
• Top Banner - 468x60
• 160x120 (2 positions available)
• 180x300 Info Center (large right box)
• 160x600 Skyscraper
• Product Spot

*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 or homepage placements. 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

Please submit materials to Tim Bobko at tbobko@1105media.com.

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

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
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.

**Cover Snipe**
Direct readers to your **OH&S** magazine ad with a high-visibility snipe on the cover.

**Research Opportunities**
Enlist **OH&S** to handle your next industry survey. From simple to expanded, we offer a variety of ways to collect research.

**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 or 212-221-9595.

**Belly Bands/Cover Tips**
Make your brand the first thing **OH&S** readers see by advertising 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 **OH&S** subscriber list is available for rental. For more information, please contact your Regional Sales Manager.

**Industry Directory**
Give your customers easy access to your safety solutions with the **OH&S** online industry directory. Add your company 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.
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