

Sponsorship Opportunities Now Available!

ISHN

Your Source For Safety, Health & Environmental Solutions

www.ISHN.com

Educational Webinars



You can't meet face-to-face with everyone in the safety & health industry. But you can interact with each professional who registers for your *ISHN* Webinar. Let the expertise of *Industrial Safety & Hygiene News* help you engage this audience to gather hundreds of high-quality sales leads.

\$7,500 net

More than
71,000*
safety & health
professional
prospects*

*June 2007 BPA Circulation Statement

Webinars engage safety & health professionals on a whole new level.

ISHN Webinars are one-hour educational sessions broadcast online via streaming audio/video. Webinars can be topic-specific (*ISHN* provides content and discussion expertise) or client-specific (you provide content and messaging.) Either way *ISHN* handles everything for you — marketing & promotion, participant registration and all connectivity. What does that mean for sponsors?

Quality Leads. Interact with safety & health professionals from across the U.S. working in the top high-hazard industries. Build a quality sales leads database from captured webinar attendee demographics.

Credibility. Your association with *Industrial Safety & Hygiene News* lends credibility to your brand and positions you as an industry leader.

Staying Power. Webinars are archived online at www.ISHN.com for 12 months. You'll continue receiving leads when safety & health professionals register to watch.

Recent Results*

ANSI Z359: A New Era for an Old Standard February 20, 2008 Registration 1281
Electrical Safety and Arc Flash Protection May 21, 2008 Registration 1005

Check it out at <http://webinars.ishn.com>

* Publisher's own data. Results as of 5/21/2008.

Sponsor Benefits

- ▶ Reporting link with real-time access for 12 months to registration data (name, company, title, phone, address, email)
- ▶ Advertisement promoting your event in *ISHN* print issues
- ▶ Multiple promotional e-mail blasts to *ISHN* e-subscribers
- ▶ Promotional banner and button on *ISHN* Web page
- ▶ Write-up and promotional banner in *ISHN* e-newsletters
- ▶ House ad in *ISHN* digital editions
- ▶ Promotional flyers at *ISHN* booth at any relevant tradeshow
- ▶ Editorial write-up in the magazine
- ▶ Event reminders (minimum of two - with one within a day of the event to all registrants to drive highest attendance possible)
- ▶ Archived event posted section on www.ISHN.com for 12 months

Webinar Format:

- ▶ 60 minute Webinar - 45 minute presentation, 15 minute Q&A
- ▶ Presenter through a PowerPoint style slide presentation with your logo appearing throughout
- ▶ Capabilities include live polling and results; viewer submitted questions throughout the event; flash video compatible (please see your sales rep)
- ▶ Moderated by *ISHN* Editor, Dave Johnson
- ▶ Multiple speakers allowed from remote locations

**Contact your sales rep today to reserve
your date and time!**

RANDY GREEN
Publisher/Eastern, Southeast
and Western Sales Mgr.
Phone: (248) 244-6498
greenr@bnpmedia.com

JENNA CONWELL
Central/Mid-Atlantic Sales Mgr.
Phone: (610) 719-0271
conwellj@bnpmedia.com

LYDIA STEWART
Classified Sales Mgr.
Phone: (248) 758-0137
stewartl@bnpmedia.com

ANNA MIDLAM
Inside Sales
Phone: (248) 786-1581
midlama@bnpmedia.com