



# 2010

Integrated Media Planning Guide

Industrial Safety & Hygiene News

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

# ISHN

- **NEW!** State of the Industry Webinar Sponsorships — *page 2*
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- **NEW!** Digital Edition Sponsorships — *page 3*
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## 2010 State of the Industry Webinar Sponsorship (Jan.)

Only 3 Spots Available! **ISHN** editor Dave Johnson presents the results, trends and outlook for the safety market in 2010 on January 26. Your \$12,500 net package includes:

- Webinar Sponsorship - 15 minutes for you to address attendees directly
- Tab Page, 4-color ad in the January issue
- Page peel ad rotating Jan.-March on www.ishn.com
- Company logo and brief mention on the January issue cover
- Receive database of all Webinar registrants with full contact information
- Complete access to all White Paper survey results
- 30-second Webinar kick-off message from your chosen corporate official



**\$1,500 net**

## Convention Companion (Jan.)

**ISHN takes you to the hottest industry trade shows of 2010!**

- AIHce
- ASSE
- IGA Glove Symposium
- ISEA Annual Meeting
- NSC
- SEDA Annual Meeting
- VPPPA

The January Convention Companion issue will have a special section devoted to industry trade shows and meetings with bonus copies distributed at these shows. Content will include contact numbers, overviews, locations, local activities and special events.

### Sponsorships Include:

- Logo and Web site address in January on opening page
- Ad can be placed in this special section (must pay cost of your ad)
- 8 eNewsletter sponsorships (one per convention). Includes 125 x 125 tile ad in our recap with a link to your website

### Virtual Brochure Upgrade – only \$495 net additional

- Your catalog or marketing brochure will be housed on the CD and distributed **FREE** to attendees of the AIHce, ASSE, VPPPA and NSC shows
- Your brochure and brief content summary will also post on our website and will be available for download all year
- Your catalog/brochure link will eBlast to 15,000 **ISHN** eNews subscribers\* twice annually along with a download invitation



\*Publisher's own data.



www.foodsafetysummit.com

## 2010 Food Safety Summit Partner Program (April)

More than 1,000 professionals attend these two and a half days of intensive education covering traditional safety concerns and crisis management.\* Your ad in the April issue nets you the following:

- **FREE Bonus Distribution.** **ISHN** will be distributed from publication bins and from our Summit booth
- **FREE Product eBlast.** Target food safety professionals with your 4-color photo, 25-word description and a link to your website
- **Other marketing opportunities are available.** To exhibit or learn more, contact your **ISHN** sales representative

## ISHN 100 Top Subscriber Companies Issue (July)

You get valuable bonus reach to the 100 companies receiving the most **ISHN** issues each month. That's over 2,200 total subscribers responsible for protecting their workers—including many Fortune 500 reps.\*\* July issue advertisers receive:

- The **ISHN** 100 Top Subscriber Companies database on CD, including company and contact names
  - A brochure, CD, DVD or catalog insertion (up to 8 pages) in our mailing to subscribers
  - Subscriber eBlast featuring your 4-color product photo, 25 words and a URL link
- Custom sponsorship opportunities available. Ask for more details.*



## 2010 EH&S Resource Guide (Dec.)

[www.ishn.com/buyersguide](http://www.ishn.com/buyersguide)

Gain year-round exposure in print and online in the industry's ONLY digest-sized resource guide! Published in December:

- Reach all 71,400 magazine subscribers\*
- Reach 15,000 **ISHN** eNews subscribers\*\*
- Online listings reach anyone and everyone in the industry

**Full-page advertisers will receive a FREE Listing Package at no extra charge:**

- Boldface basic listing in print
- 4/c logo in print supplier section and online
- Live Web & e-mail links
- Up to 3 Product Photos in print and online
- 3 Product Spec Sheets online
- Premium designation online (appear first)
- E-mail lead form – for recognizable **ISHN** sales leads

## 2010 Digital Edition Sponsorships (Monthly)

Generate new leads by sponsoring the popular **ISHN** Digital Edition each month. Just \$2,500 net gives you valuable distribution to thousands of digital subscribers.\*\* You receive:

- Your full-page digital ad adjacent to the cover
- Logo included on our digital edition cover note
- Logo in the digital edition toolbar and drop-down menu

**Plus: additional digital edition opportunities —**

- 3 digital animations from your original ad
- One-click response option for subscribers to contact you
- Optional video, digital catalog pages or eye-catching tab notes
- Optional user survey to generate feedback

## EHS Regulatory Alerts eNewsletter (Monthly)

**EHS Regulatory Alerts** reports on standards-setting, enforcement, and policy decisions at federal OSHA and in states across the country. When uncertainty about OSHA's direction and priorities runs high, you will position and promote your company's OSHA expertise and the compliance solutions provided by your products and services. These eNewsletters deploy on the last business day of each month.

**EHS Regulatory Alerts** eNewsletter Sponsorship:

(468 x 60 pixel Banner Ad)

- 1-3 Alerts - \$935 net per alert
- 4-7 Alerts - \$825 net per alert
- 8-12 Alerts - \$715 net per alert



## EHS BUYERS' & RESOURCE GUIDE





**ISHN is the ONLY monthly tabloid-size publication in the safety & health industry!**



\* BPA Circulation Statement, December 2009.

\*\* Publisher's own data.

^ 2007 Reader Preference Study

^^ June 2009 BPA Circulation Statements, ISHN (100% personal direct request, 71,400 TQ) vs. Occupational Health & Safety (78.2% personal direct request, 80,100 TQ) vs. EHS Today (90.5% personal direct request, 86,008 TQ). ISHN December 2009 TQ = 71,400 (100% personal direct request). OH&S and EHS Today December 2009 BPA Statements unavailable at time of press.

## ISHN reaches a high-quality audience of safety & health professionals.

Industrial Safety & Hygiene News (**ISHN**) reaches 71,400 qualified magazine subscribers\* each month. These are BPA-audited, pre-qualified prospects for your advertising. No bogus lists. No wasted resources. Our subscribers count on **ISHN** for product news, OSHA and EPA regulations, how-to features, management topics and more. And you can trust the **ISHN** audience for leads, clicks and impressions. Simply put, the **ISHN** audience generates results:

- 100% personal direct request circulation.\*
- 10,000 construction, mining and utilities/waste management subscribers.\*
- 1,837 distributor/wholesale trade subscribers.\*
- 51,744 manufacturing subscribers.\*

## NEW! BPA-Audited Website Traffic

Now, **ISHN** offers audited proof of **www.ishn.com** traffic. For the first time ever, you can compare the audiences of any site that also uses BPA Worldwide's SiteCensus reporting application. Apples to apples. BPA and SiteCensus collect and measure only human Web traffic. No robots. No spiders. Providing the highest-quality measurement metrics available.

**Average Unique Browsers: 30,239\***  
**Average Page Impressions: 14,013\***

## What makes ISHN unique?

- **Tabloid-size.** Your print ads receive twice the real estate of traditional publications. Perfect for lead generation and brand building.
- **For Distributors Only.** The dedicated supplement targeting distributors to high-hazard industries appears 3 times in 2010. **ISHN** and **FDO** have published together for 17 straight years.
- **White Paper Report Webinar.** **ISHN** is the only safety magazine to annually publish a white paper and produce a webinar detailing the industry's buying habits over the past 25 years
- **Top Editorial Staff.** Dave Johnson is the industry's most experienced and longest tenured chief editor with 30 years of service to **ISHN**. That's trust and credibility for you.
- **Most-preferred.** **ISHN** was named the most-preferred magazine to read over any other safety publication.^
- **Top 5 High-Hazard Industries.** **ISHN** is committed to providing you with the most print subscribers working in the Top 5 High-Hazard Industries:\*\* construction (7,073), food/beverage mfg. (6,692), primary metal mfg. (3,495) fabricated metal product mfg. (7,300) and transportation equipment mfg. (3,339).\*
- **71,400 (100%) Direct Request Subscribers.** No other safety publication offers 100% personal direct request circulation.^^
- **Association Partnerships.** **ISHN** advertisers benefit from bonus distribution and exclusive opportunities to reach key group memberships: AIHA, ASSE, NSC, IGA and SMG.

## AIHA Bonus Mailing Issue — January

All 11,000 AIHA members will see your January ad when we mail this issue to the association's entire membership.\*

## Digital Construction Safety Supplement — March

Our 7x10-inch Construction Safety supplement devotes editorial coverage to the most dangerous industry in the U.S.

## Corporate Spotlight Issue — April/September

Showcase your products in this advertorial format.

- 7"x10" or larger advertisers will receive 500 words, two 4-color photos
- Fractional advertisers receive 250 words and one 4-color photo

## Safety & Hygiene Instrument Controls Buyers Guide — May

Reach thousands of key instrument professionals\* in the only stand-alone Industrial Hygiene instrument selection guide. Referenced year-round and distributed at AIHce, ASSE, VPPPA & NSC in 2010! Instrumentation advertisers in the May issue only will receive a **FREE** ad equivalent to your May issue ad size.

## ASSE Directory of Exhibits — June

For the 8th consecutive year, **ISHN** and ASSE produces the ASSE Show Directory of Exhibits. This official directory lists all exhibiting companies alphabetically and by product category. June **ISHN** advertisers who are exhibiting will receive a **FREE** ASSE Directory ad. Non-advertisers can buy an ad in the official directory for a nominal fee. Call your salesperson for details.

## 9th Annual Digital Software & Training Buyers Guide — June

The 2010 digital who's who of software and training companies. Listings run alphabetically and by product category. Software & Training advertisers in the **ISHN** June issue will receive a **FREE** ad equivalent in size to their paid ad. The digital edition will be distributed via e-mail to 15,000 **ISHN** eNews subscribers\* and will be archived online at [www.ishn.com](http://www.ishn.com).

## Spread the Word Issue — July

Run a 2-page spread in July for only 50% more than your full-page Tab ad rate. July fractional advertisers can also double their ad size for only 50% more.

## Facility/Building Safety Special Section — August

This special section covers facility/building safety products machine guards, lighting, flooring and coatings, spill cleanup, noise control, material handling, signage, loading dock safety, vehicle safety, ventilation, exposure controls, temperature controls, security access, ergonomics, and indoor air quality monitoring.

## Incentives/Recognition Awards — September

A special section devoted to comprehensive incentive and recognition programs, managing safe behaviors and attitudes, and recognition awards ranging from retail gift cards and catalogs to clothing and personalized mementos.

## 2011 EH&S Resource Guide: Digest-sized 13th print issue — December

Gain year-round exposure in print and online in the industry's ONLY digest-sized resource guide! Distributed to all 71,400 magazine subscribers.\*\* Digitally to 15,000 **ISHN** eNews subscribers.\* Online to anyone and everyone in the industry. Full-page advertisers will receive a **FREE** Listing Package at no extra charge!



\*Publisher's own data.

\*\*Dec. 2009 BPA Circulation Statement.

# 2010 Editorial Calendar

DEADLINES

space reservation

ad materials

features

product focus

training

special sections

shows

bonus marketing

	JAN	FEB	MAR	APR	MAY	JUN
	<ul style="list-style-type: none"> <li>■ Dec. 3, 2009</li> <li>■ Dec. 10, 2009</li> </ul>	<ul style="list-style-type: none"> <li>■ Jan. 4</li> <li>■ Jan. 11</li> </ul>	<ul style="list-style-type: none"> <li>■ Feb. 3</li> <li>■ Feb. 10</li> </ul>	<ul style="list-style-type: none"> <li>■ March 3</li> <li>■ March 10</li> </ul>	<ul style="list-style-type: none"> <li>■ April 2</li> <li>■ April 9</li> </ul>	<ul style="list-style-type: none"> <li>■ May 4</li> <li>■ May 11</li> </ul>
	<p><b>2010 Convention Companion!</b></p> <ul style="list-style-type: none"> <li>■ Industrial Hygiene</li> <li>■ Respiratory Protection</li> <li>■ Fall Protection</li> <li>■ Eye/Face Protection</li> <li>■ FR Clothing</li> <li>■ Footwear</li> <li>■ Pandemic Preparedness</li> </ul>	<p><b>IGA Special Report!</b></p> <ul style="list-style-type: none"> <li>■ Hand Protection</li> <li>■ Hearing Protection</li> <li>■ Ergonomics</li> <li>■ Emergency Showers/Eyewashes</li> <li>■ AEDs</li> <li>■ Setting Incentive Program Goals</li> </ul>	<p><b>Food Safety Summit Show Issue!</b></p> <ul style="list-style-type: none"> <li>■ Protective Clothing</li> <li>■ Head Protection</li> <li>■ Confined Space Entry</li> <li>■ Flooring &amp; Matting</li> <li>■ Safety Lighting</li> <li>■ Hi-Viz Apparel</li> <li>■ Construction Safety</li> </ul>	<ul style="list-style-type: none"> <li>■ Lockout-Tagout/ Machine Guarding</li> <li>■ Welding Safety</li> <li>■ Hand Protection</li> <li>■ Skin Protection</li> <li>■ Heat Stress/ Cooling Vests/ Monitors</li> <li>■ Safety Knives/ Hand Tools</li> <li>■ Facility Safety</li> </ul>	<p><b>AIHce Show Issue!</b></p> <ul style="list-style-type: none"> <li>■ Green Products</li> <li>■ Respiratory Protection</li> <li>■ Fire Safety</li> <li>■ MSDS Compliance</li> <li>■ Disposable/ Limited Use PPE</li> <li>■ Protective Clothing (Fabrics)</li> </ul>	<p><b>ASSE Show Issue!</b></p> <ul style="list-style-type: none"> <li>■ Eye Protection</li> <li>■ Fall Protection</li> <li>■ Head Protection</li> <li>■ Footwear</li> <li>■ Communication Systems</li> <li>■ Drug Testing</li> <li>■ Hearing Protection</li> <li>■ Getting the Most from Gift Cards</li> </ul>
	<ul style="list-style-type: none"> <li>■ Gas Detection</li> <li>■ Dust Protection</li> </ul>	<ul style="list-style-type: none"> <li>■ Ergonomics</li> <li>■ Green Products</li> </ul>	<ul style="list-style-type: none"> <li>■ Eye Protection</li> <li>■ High-Viz Apparel</li> </ul>	<ul style="list-style-type: none"> <li>■ Training</li> <li>■ Fall Protection</li> </ul>	<ul style="list-style-type: none"> <li>■ Exposure Monitoring &amp; Sampling Instruments</li> <li>■ Food Safety</li> </ul>	<ul style="list-style-type: none"> <li>■ Skin Creams/ Ointments</li> <li>■ Heat Stress</li> </ul>
	<ul style="list-style-type: none"> <li>■ Behavior-based Safety</li> </ul>	<ul style="list-style-type: none"> <li>■ Arc Flash</li> </ul>	<ul style="list-style-type: none"> <li>■ PPE Usage</li> </ul>	<ul style="list-style-type: none"> <li>■ Confined Spaces</li> </ul>	<ul style="list-style-type: none"> <li>■ NFPA 70E Compliance</li> </ul>	<ul style="list-style-type: none"> <li>■ Driver Training</li> </ul>
	<p><b>FOR DISTRIBUTORS ONLY</b></p> <ul style="list-style-type: none"> <li>■ White Paper 2010</li> </ul>		<ul style="list-style-type: none"> <li>■ Digital Construction Safety Magazine</li> </ul>		<p><b>FOR DISTRIBUTORS ONLY</b></p> <ul style="list-style-type: none"> <li>■ EH&amp;S Instrument Buyer's Guide</li> </ul>	<ul style="list-style-type: none"> <li>■ Digital Software &amp; Training Buyers Guide</li> <li>■ ASSE Directory of Exhibits</li> </ul>
	<ul style="list-style-type: none"> <li>■ World of Concrete February 2-5, Las Vegas, NV</li> <li>■ Industrial, Fire, Safety &amp; Security February 3-4, Houston, TX</li> </ul>		<ul style="list-style-type: none"> <li>■ Food Safety Summit April 12-14, Washington, D.C.</li> </ul>		<ul style="list-style-type: none"> <li>■ American Industrial Hygiene Conference &amp; Expo May 22-27, Denver, CO</li> </ul>	<ul style="list-style-type: none"> <li>■ American Society of Safety Engineers June 13-16, Baltimore, MD</li> </ul>
	<p><b>BONUS MAILING to AIHA Members</b></p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> White Paper Sponsor Profiles</li> <li>■ <b>FREE</b> 120 x 60 Online Button Ads</li> </ul>	<p><b>FREE Product Spotlights</b></p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> eLeads</li> </ul>	<p><b>FREE eProduct Showcases</b></p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> Digital Construction Magazine Ad</li> </ul>	<p><b>Free Corporate Spotlights</b></p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> Ad Readership Study</li> </ul>	<p><b>FREE! Product Spotlights</b></p>	<p><b>FREE AD in ASSE Directory of Exhibits</b></p> <ul style="list-style-type: none"> <li>■ <b>FREE</b> Product Spotlights</li> <li>■ <b>FREE</b> Software/ Training Ad</li> </ul>

JUL	AUG	SEP	OCT	NOV	DEC
<ul style="list-style-type: none"> <li>June 3</li> <li>June 10</li> </ul> <p><b>ISHN 100 Issue!</b></p> <ul style="list-style-type: none"> <li>Confined Space Entry</li> <li>Hand Protection</li> <li>Protective Clothing</li> <li>Portable Gas Detection</li> <li>Construction Safety</li> <li>High-Viz Apparel</li> </ul>	<ul style="list-style-type: none"> <li>July 2</li> <li>July 9</li> </ul> <p><b>VPPPA Show Issue!</b></p> <ul style="list-style-type: none"> <li>Emergency Showers/Eyewashes</li> <li>Respiratory Protection</li> <li>Flammable Storage/Chemical Management</li> <li>Slip Protection/Coatings/Flooring</li> <li>Arc Flash</li> </ul>	<ul style="list-style-type: none"> <li>Aug. 3</li> <li>Aug. 10</li> </ul> <p><b>NSC Pre-Show Issue!</b></p> <ul style="list-style-type: none"> <li>Eye Protection</li> <li>Hand Protection</li> <li>FR Protective Clothing</li> <li>Head Protection</li> <li>Footwear</li> <li>AEDs</li> <li>Software</li> <li>Pandemic Preparedness</li> </ul>	<ul style="list-style-type: none"> <li>Sept. 3</li> <li>Sept. 10</li> </ul> <p><b>NSC Show Issue!</b></p> <p><b>Motivation Show Issue!</b></p> <ul style="list-style-type: none"> <li>Hearing Protection</li> <li>Fall Protection</li> <li>Instrumentation</li> <li>Footwear</li> <li>Signage/Warning Devices</li> <li>Safety Incentives</li> <li>Measuring Incentive Program Performance</li> </ul>	<ul style="list-style-type: none"> <li>Oct. 4</li> <li>Oct. 11</li> </ul> <ul style="list-style-type: none"> <li>Gas Detection</li> <li>Fall Protection</li> <li>Hearing Protection</li> <li>Respiratory Protection</li> <li>Hand Protection</li> <li>Dust Protection</li> <li>Ergonomics</li> </ul>	<ul style="list-style-type: none"> <li>Nov. 3</li> <li>Nov. 10</li> </ul> <ul style="list-style-type: none"> <li>Confined Space Entry</li> <li>Radiation Detection/Monitoring</li> <li>Winter Products (Outdoor Footwear, Clothing, Gloves)</li> <li>Training</li> <li>Footwear</li> <li>First Responders/AEDs</li> </ul>
<ul style="list-style-type: none"> <li>Hand Protection</li> <li>Storage Equipment (Cylinders, Structures, Hazmats)</li> </ul>	<ul style="list-style-type: none"> <li>Safety Lighting</li> <li>Hearing Protection</li> </ul>	<ul style="list-style-type: none"> <li>Disposable PPE</li> <li>Confined Space</li> </ul>	<ul style="list-style-type: none"> <li>Protective Clothing (FR, Uniforms, Hazmat Response, Fabrics, Limited Use Garments)</li> </ul>	<ul style="list-style-type: none"> <li>Industrial Footwear</li> <li>Green Products</li> </ul>	<ul style="list-style-type: none"> <li>Safety Knives/Hand Tools</li> <li>Hand Protection</li> </ul>
<ul style="list-style-type: none"> <li>Construction Safety</li> </ul>	<ul style="list-style-type: none"> <li>Behavior-based Safety</li> </ul>	<ul style="list-style-type: none"> <li>Safety Management Content Providers</li> </ul>	<ul style="list-style-type: none"> <li>Fall Protection</li> </ul>	<ul style="list-style-type: none"> <li>Developing Safety Cultures</li> </ul>	<ul style="list-style-type: none"> <li>Team Safety</li> </ul>
	<ul style="list-style-type: none"> <li>Facility Safety Special Section</li> </ul>		<p><b>FOR DISTRIBUTORS ONLY</b></p> <ul style="list-style-type: none"> <li>Incentives/Recognition Special Section</li> </ul>		
	<ul style="list-style-type: none"> <li>VPPPA Conference August 22-26, Orlando, FL</li> </ul>		<ul style="list-style-type: none"> <li>NSC Expo October 4-6, San Diego, CA</li> <li>The Motivation Show October 12-14, Chicago, IL</li> </ul>	<ul style="list-style-type: none"> <li>National Ergonomics Conference &amp; Expo Nov. 30-Dec.3, Las Vegas, NV</li> </ul>	
<p><b>Spread the Word!</b></p> <ul style="list-style-type: none"> <li><b>FREE</b> eProduct Showcases</li> </ul>	<p><b>free ONLINE VIDEO CLIP</b></p> <ul style="list-style-type: none"> <li><b>FREE</b> Product Spotlights</li> </ul>	<p><b>Free Corporate Spotlights</b></p>	<p><b>FREE! NSC EXPO SPOTLIGHTS</b></p>	<p><b>FREE eLeads</b></p> <ul style="list-style-type: none"> <li><b>FREE</b> Product Spotlights</li> </ul>	<p><b>FREE Direct Mail Names</b></p> <ul style="list-style-type: none"> <li><b>FREE</b> EH&amp;S Resource Guide Ad</li> </ul>
	<p><b>DOUBLE PLAY PACKAGE</b> Advertise in Aug. and Oct. and receive an additional <b>FREE</b> ad or corporate profile space in our supplement distributed at VPPPA and NSC:</p>		<ul style="list-style-type: none"> <li><b>FREE</b> 1/2 pg. for fractional advertisers</li> <li><b>FREE</b> full page for 7"x10" and tab advertisers</li> </ul>		

**2011 EH&S Resource Guide**  
*This Digest-sized (4.5" x 7.5") directory mails with the Dec. issue!*

Advertisers receive: Buyers Guide deluxe package including your Company logo in print and online, boldface listing, link to your website and reference to what page your ad appears on.

## Advertising Space Rates (B&W)

	1x	3x	6x	9x	12x	18x
Tab	\$11,303	\$11,075	\$10,954	\$10,618	\$10,046	\$9,618
Tab Spread	\$17,238	\$17,040	\$16,564	\$16,144	\$15,812	\$15,444
One Page	\$8,407	\$8,174	\$7,678	\$7,030	\$6,815	\$6,473
2/3	\$6,570	\$6,360	\$5,903	\$5,484	\$5,280	\$4,423
1/2 Tab Hor./Vert./Diagonal	\$5,874	\$5,677	\$5,346	\$4,938	\$4,759	\$4,192
1/2	\$5,059	\$4,872	\$4,548	\$4,316	\$4,134	\$3,956
1/3	\$3,448	\$3,422	\$3,182	\$3,002	\$2,908	\$2,775
1/3 Tab Strip/Horizontal	\$5,226	\$5,116	\$4,873	\$4,386	\$4,264	\$3,768
1/4 Tab Page	\$5,058	\$4,872	\$4,548	\$4,316	\$4,134	\$3,956
1/4	\$2,942	\$2,816	\$2,655	\$2,476	\$2,367	\$2,271
1/6	\$2,134	\$2,079	\$1,958	\$1,816	\$1,768	\$1,667

## Corner Cut Ad

Advertise your products and services on **ISHN's** front cover! Best possible position for ultimate impact. Contact Publisher for rates and ad specifications.

## Color Rates

	Page	Spread
Standard 2-Color	\$836	\$1,560
Matched Color	\$1,008	\$1,957
4-Color	\$1,810	\$2,588

## Classified Advertising Rates

1x	3x	6x	9x	12x
\$130	\$113	\$103	\$98	\$81

2nd Color \$167  
Blind Box \$37  
Column Width is 2 1/4"

## Product Spotlights

New insertions \$759  
Pick up \$595  
from prior spotlight

## Covers & Special Positions

**Covers** are sold for a 6- or 12-time use on a non-cancelable basis. Special gatefold positions may also be available. Consult publisher for availability.

**2nd cover:** Extra 20% to black and white rate

**3rd cover:** Extra 15% to black and white rate

**Back cover:** Extra 25% to black and white rate

**Center spread:** Extra 15% to black and white rate

**All other positions:** Extra 10% to black and white rates

## Agency Commission

15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

## Payment Terms

All ads originating outside the United States must be prepaid. No cancellation or changes in order accepted after ad closing dates. Invoices payable upon receipt in U.S. funds. Net 30 days. One and one-half percent (1-1/2%) per month service charge thereafter. Publisher reserves right to hold advertiser and agency jointly and severally liable for money due and payable to the publisher.

## Short Rates & Rebates

Advertisers will be short rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

## Cancellation Policy

No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

SWOP guidelines apply.  
 Publication trim size is **10-7/8" X 14-3/4"**.  
 Standard unit size in inches. Offset web printing,  
 saddle stitch.

**Published Monthly:** Closing dates for orders and materials: 1st of month preceding issue date. These dates are firm and cannot be extended.

**Production Charges:** Charges will be applied for supplying material requiring camera work or typesetting. 4-color ads supplied without progressive proofs or matchprint will be charged for producing necessary proofs.

**Electronic Files and Disks:**  
 Production Manager MUST be consulted prior to sending any files. All files must be Mac formatted and all art files must be an EPS, TIFF or Print-Optimized PDF format, created in Photoshop or Illustrator. All ads MUST have color proofs; **ISHN** will produce for a production charge if they are not provided.

## Printing Specifications:

**Binding:** Saddle stitched; Printing: Heat-set web-fed offset.

### Digital Ad requirements:

**Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions)

**Preferred File formats:** Quark, Photoshop and Illustrator files accepted. PDF's are accepted, please call your production manager for correct Distiller settings.

**Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

**Colors:** All colors used should be CMYK, unless a spot color has been purchased.

**Electronic Submission:** CD-ROM disks accepted. E-mail and FTP options should be discussed with the magazine's production manager. All artwork (photographs, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included. A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad size:** Crop marks for full page ads should be at trim size 10 7/8" x 14 3/4". Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 3/8" away from trim edges. Fractional ads should match sizes published in media kit.

SIZE (in inches)	WIDTH	HEIGHT	
Tab Page bleed	11 1/8	15	
Tab Page	10 1/8	14	
Tab Spread* bleed	22	16	
Tab Spread* trim	21 3/4	15 3/4	
Tab Spread Live Area	21 1/2	14	
Standard Page	7	10	
2/3 Vertical	4 1/2	10	
1/2 Island	4 1/2	7 1/2	
1/4 of a tab page	4 1/2	7 1/2	
1/2 Vertical	3 3/8	10	
1/2 Horizontal	7	4 7/8	
1/3 Vertical	2 1/8	10	
1/3 Square	4 1/2	4 7/8	
1/4 Vertical	3 3/8	4 7/8	
1/6 Vertical	2 1/8	4 7/8	
1/2 Tab Horizontal	10 1/2	7	
1/2 Tab Vertical	5 1/2	14	
1/3 Tab Strip/Horizontal	10	3 3/4	
1/2 Diagonal	17 x 13 1/4 x 9 3/4		
1/2 Diagonal Bleed	17 1/2 x 14 3/16 x 10 1/2		

**The Tab** — The tabloid ad is designed for companies who want to make a dramatic IMPACT in the safety, health & hygiene market. Use a standard size ad and wrap around with 1/4 page ads or product descriptions (tab wraps) or go for a full tabloid. (Tab wraps - supply camera ready art or we'll prepare at cost to the advertiser).

## Multiple Units/Inserts

Excellent rates are available for both run of book, consecutive page and insert advertising. Please consult publisher for rates, specifications and binding charges. For inserts, publisher will provide instructions for shipping. Shipment cartons must be identified with "ISHN", issue date, name of advertiser and quantity.

## Special Combination Rates

Combine your **ISHN** advertising program with ads in other BNP Media magazines and receive a special discount rate. Consult your sales representative for details.

**SEND ALL** orders, materials & artwork to:

**Vince Miconi / ISHN; BNP Media, 2401 West Big Beaver Rd., Suite 700, Troy, Michigan 48084**

Phone: **248-244-6254**; Fax: **248-244-3919**; Email: **miconiv@bnpmedia.com**



## Internet Advertising – [www.ISHN.com](http://www.ISHN.com):

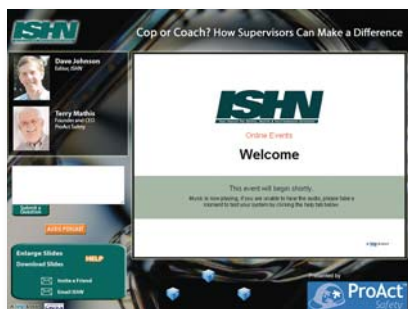
At <http://portfolio.bnppmedia.com>, you can explore all of the outstanding opportunities to deliver your sales message electronically. A brief description, actual examples and mechanical specs are all accessible. Be creative. Get attention. Discover the wide range of possibilities including:

- Webinars
- Section Sponsorships
- Sponsorship Ads (120 x 60 pixels)
- Banner Ads (468 x 60 pixels)
- Tile Ads (125 x 125 pixels)
- Skyscraper Ads (120 x 600 pixels)
- Article Sponsorship Ads
- Blog Sponsorships
- Digital Magazines
- eBlasts
- Podcasts
- Rich Media
- Streaming Video

## Webinar Sponsorships

### Sponsor Benefits

- Reporting link with real-time access for 12 months to registration data (name, company, title, phone, address, e-mail)
- 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** eNewsletters
- House ad in **ISHN** digital editions
- Promotional flyers at **ISHN** booth at any relevant tradeshows
- Editorial write-up in the magazine
- Event reminders (minimum of two – including one within a day of the event to all registrants to drive highest attendance possible)
- Archived event posted section on [www.ishn.com](http://www.ishn.com) for 12 months



## NEW! Booth Spotlight eBlast

Showcase your product, 25-word description and URL link to 15,000 **ISHN** eNews subscribers!\* We send these out immediately following the ASSE, VPPPA and NSC tradeshows.

*\$350 net per insertion*

## eNewsletter Sponsorships Rates

Includes 100 words, a product photo and website link. All clickthrough information will be shared.

- 1-3 sponsorships... \$860 net each
- 4-7 sponsorships... \$805 net each
- 8-15 sponsorships... \$745 net each
- 16+ sponsorships... \$550 net each

## Banner Ad (468 x 60)

Capture attention as the first image recipients see and get direct hits to your Web site.

- 1-5 sponsorships... \$770 net each
- 6-12 sponsorships... \$690 net each
- 13+ sponsorships... \$575 net each

## eNewsletter Dates:

- Jan. 14, 21, 28
- Feb. 11, 18, 25
- March 4, 11, 18
- April 8, 15, 22
- May 6, 13, 20
- June 3, 10, 17, 24
- July 8, 15, 22
- Aug. 5, 12, 19
- Sept. 9, 15, 23, 30
- Oct. 7, 14, 21
- Nov. 4, 11, 25
- Dec. 2, 9



\*Publisher's own data.

## A Simple Networking and Lead Generation Tool

Communication is essential to any successful business — but how can you effectively network and reach prospects and customers with newly imposed time and budget constraints? Virtual shows offer the same benefits without meeting face to face saving companies thousands of dollars. This integrated media tool builds brand awareness, relationships and your lead database.

### Benefits of Virtual Shows:

- Cost effective – no travel or set-up costs
- Time efficient – enabling you to see multiple prospects in one place
- Convenient – more readily available than traditional face-to-face events
- Information sharing – educate customers/prospects
- Marketing – in print and online promotion for the event
- Lead generation - full demographic information for anyone who stops by your booth

### Features of Virtual Shows:

- Event Lobby – point of entry for attendees
- Exhibit Hall – flexible booth layout and design with downloadable content
- Communication Lounge – interact with customers/prospects
- Auditorium – educate and share information without ever leaving your desk
- Resource Center – all your information is conveniently located in one central location
- Registration and Reporting – capturing your leads, we provide details of show performance and attendee activity including all demographic information



### Sponsorship Level

Sponsorship Level	Deluxe (3 max.)	Premium (5 max.)	Standard (10 max.)
<b>Cost</b>	<b>\$10,000 net</b>	<b>\$7,000 net</b>	<b>\$4,000 net</b>
Webinar in show auditorium	60 minutes	30 minutes	
Online booth set up with choice of one virtual booth configuration	center on main floor	prime position	✓
Content in booth including white papers, case studies, presentations, downloads, and links	25 pieces	20 pieces	15 pieces
Lead capture of all booth visitors with detailed demographic information	✓	✓	✓
Live interaction with participants via chat and email	✓	✓	✓
Fully active booth in the exhibit hall during virtual show and six month archive	✓	✓	✓
Live event technical support	✓	✓	✓
Booth greeting or product demo (flash)	✓	✓	✓
Booth survey (10 questions)	✓	✓	✓
Unlimited show passes	✓	✓	✓
Post-show lead report	✓	✓	✓
Exhibitor listing in directory	✓	✓	✓
E-mail promotion to all registered attendees	Individual promo	✓	✓
Logo on email blasts to target audience, confirmation and reminder emails, and event website	Premium position	✓	
Logo on event home page	✓	✓	
Logo on sponsor bar directing attendees to your booth	✓	✓	
Logo included in <b>ISHN</b> print ad	✓		
Logo on registration page	✓		
Content inserted into virtual show briefcase (.PDF)	2 pieces		
Booth giveaway	✓		

## Advertising Sales:

### Randy Green, Publisher/East Coast/Southeast/ Western States Sales Manager

2401 W. Big Beaver Rd., Ste 700, Troy, MI 48084

248-244-6498 phone

248-244-3914 fax

greenr@bnpmedia.com email

### Heather Jenkins, Central States/Mid-Atlantic Sales Manager

2401 W. Big Beaver Rd., Ste 700, Troy, MI 48084

248-244-6247 phone

248-502-2074 fax

jenkinsh@bnpmedia.com email

### Lydia Stewart, Inside Sales/Classified Advertising

2401 W. Big Beaver Rd., Ste 700 Troy, MI 48084

248-758-0137 phone

248-502-1061 fax

stewartl@bnpmedia.com email

## Production:

### Vince Miconi, Production Manager

2401 W. Big Beaver Rd., Ste 700, Troy, MI 48084

248-244-6254 phone

248-244-3919 fax

miconiv@bnpmedia.com email

## Editorial:

### Dave Johnson, Editor

5 Owl Road, Audubon, PA 19403

610-666-0261 phone

610-666-1906 fax

johnsond@bnpmedia.com email

### Maureen Brady, Managing Editor/Products

314 Ross Lane, Collegetown, PA 19426

610-409-0954 phone

248-502-1087 fax

bradym@bnpmedia.com email



## Custom Media Division: Personalized Media Solutions

<http://custommedia.bnpmedia.com>

Are you thinking of starting your own magazine, website, or eNewsletter? Creating a video, coffee table book or webinar? Let us do the work for you, from start to finish. Our Custom Media Division combines media experts with **ISHN's** readership. Let us partner with you to produce a powerful media package that showcases your message in the marketplace. Contact Steve Beyer at (630) 699-7625 or e-mail [beyers@bnpmedia.com](mailto:beyers@bnpmedia.com).



## Clear Seas Research: Making the Complex Clear

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

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will help your business grow and succeed in today's marketplace through use of brand assessment & management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools.

For more information contact Beth Surowiec at (248) 786-1619 or e-mail [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com).



## List Rental

BNP Media's postal, telemarketing, and email mailing lists offer quality data that will produce responsive sales leads. With over 21 segmented databases and 56 subscriber files, you can reach top decision-makers in high-growth, key business markets that are connected to your industry.

### To take advantage of these exceptional revenue-generating lists contact:

Robert Liska for postal inquiries at:

(845) 731-2726

[robert.liska@edithroman.com](mailto:robert.liska@edithroman.com)

Shawn Kingston for email inquiries at:

(845) 731-3828

[shawn.kingston@epostdirect.com](mailto:shawn.kingston@epostdirect.com)

To view datacards for all lists or to get more information on list rental, please visit <http://bnp.edithroman.com>.