ASSE Media Solutions

Why Partner With American Society of Safety Engineers?

ASSE offers you opportunities to be associated with a well-respected, world-renowned organization. ASSE is the premier safety society, offering its members the highest-quality technical, professional and career resources. Partner with ASSE and develop a powerful program that integrates print and digital to get your message to occupational safety and health (OSH) leaders today!

Reach

ASSE has more than 37,000 members and membership is growing every day.

Content

Across multiple print and digital platforms, ASSE content is organized into relevant, targeted channels, meaning deeper engagement with OSH professionals.

Trust

ASSE is recognized as the leading resource for key OSH decision makers—94% trust ASSE advertisers.

Action

70% of members have visited an advertiser’s website as a result of seeing an ad through ASSE media.

Contact: +1.800.440.0231 or AdInfo.ASE@foxrep.com
Print

Consumers are more engaged when reading printed material. Print advertising with ASSE is an excellent way to solidify your brand identity and help you effectively reach niche audiences. Print offers readers a strong sense of legitimacy, and ASSE publications are often kept for months or years.

Digital

ASSE’s digital offerings provide unique opportunities to promote your products 24 hours a day. It’s a great way to connect directly to OSH professionals worldwide.
Get to Know Our Members!

37,000+ ASSE Members

#1 publication read by our members

Professional Safety Journal

TOP INDUSTRIES
- Agriculture/Forestry/Food
- Chemical & Allied Products
- Construction
- Government & Public Sector
- Insurance
- Manufacturing
- Oil & Gas
- Services
- Utilities
- Wholesale Trades

EDUCATION
- Top Industries
  - Agriculture/Forestry/Food
  - Chemical & Allied Products
  - Construction
  - Government & Public Sector
  - Insurance
  - Manufacturing
  - Oil & Gas
  - Services
  - Utilities
  - Wholesale Trades

GENDER
- 80% male
- 20% female

YEARS OF MEMBERSHIP
- < 5 Years: 47%
- 5-9 Years: 17%
- 10-19 Years: 18%
- 20-29 Years: 12%
- 30+ Years: 6%

YEARS IN THE PROFESSION
- 0-3 Years: 5%
- 4-10 Years: 17%
- 11-17 Years: 25%
- 18-24 Years: 23%
- 25+ Years: 30%

YEARS OF MEMBERSHIP
- < 5 Years: 47%
- 5-9 Years: 17%
- 10-19 Years: 18%
- 20-29 Years: 12%
- 30+ Years: 6%

YEARS IN THE PROFESSION
- 0-3 Years: 5%
- 4-10 Years: 17%
- 11-17 Years: 25%
- 18-24 Years: 23%
- 25+ Years: 30%

AGE
- 14% 29 and younger
- 16% 30-39 years old
- 23% 40-49 years old
- 27% 50-59 years old
- 20% 60 and older

EDUCATION
- Highest Achieved
  - Bachelors Degree: 50%
  - Masters Degree: 25%
  - College: 16%
  - Associates Degree: 4%
  - Doctorate Degree: 2%

TOP CREDENTIALS
- CSP: 25%
- CH: 9%
- CHST: 9%
- CHMM: 8%
- ARM: 7%
- PE: 3%
- OHST: 2%

HIGHEST ACHIEVED
- College Degree
- Bachelors Degree
- Masters Degree
- Associates Degree
- Doctorate Degree

Niche Memberships
- 25,000+

Practice Specialties and Common Interest Groups
- Young Professionals in SH&E
- Risk Management/Insurance
- Oil & Gas
- Consultants
- Health & Wellness (Academics)
- International (Ergonomics, Fire, Training)
- Construction (Safety Professionals & the Latino Workforce, Mining, Agriculture)
- Manufacturing (Industrial Hygiene)
- Utilities (Environmental Management)
- Transportation (Military, Public Engineering)
- Human Resources (Consultants, Oil & Gas, Women in Safety Engineering)
- Training (Sector & Communications)

Contact: +1.800.440.0231 or AdInfo.ASE@foxrep.com
Professional Safety
A valued and trusted resource, Professional Safety is ASSE's most popular member benefit. Each month, ASSE's peer-reviewed flagship publication delivers the latest technical OSH knowledge—information developed through research and on-the-job experience.

- Dedicated sections covering the topics that OSH professionals need most
- Distributed to 37,000 members
- More than 38,000 readers each month

Professional Safety On the Go
The must-read publication for OSH professionals is available for Android, iPad and iPhone. The always-accessible digital edition offers more interactive experiences and increases reader engagement with advertisers.

Top Safety Magazines

- Professional Safety Journal
- Occupational Health & Safety
- EHS Today
- Safety and Health
- Industrial Safety & Hygiene News
- Facility Safety Management
- The Synergist

*Publisher's own data

www.professionalsafety.org

Editorial Sections

Feature articles: Written by OSH professionals and industry experts, these articles undergo a rigorous peer-review to ensure informative, evidence-based content.

Best Practices: Bylined, practical application-based articles deliver ideas and suggestions that readers can immediately apply and readily share.

PS Asks: Quick-hitting interviews with industry experts, leaders and business executives.

Safety Matters: A news section featuring industry information, regulatory updates, reports on standards and other items of interest.

Leading Thoughts: Leadership topics with a specific focus for the OSH professional.

ASSE Connection: Information on benefits and new offerings to members.

Worth Reading: Reviews of current articles, books and other media.

Product Pulse: Highlights the latest related products and services.

Events: Lists continuing education events around the globe.

President's Message: A message from the current ASSE president.

Etc.: Just for fun.

ASSE Media Solutions www.asse.org/advertise
2017 Editorial Calendar

Are you a thought-leader? Contribute to ASSE’s flagship publication, read by more than 37,000 practicing OSH professionals around the globe. Professional Safety welcomes contributed, noncommercial content from industry vendors and suppliers. To learn more about our editorial opportunities, contact Sue Trebswether at strebswether@asse.org or visit www.asse.org/professional-safety/submit.

<table>
<thead>
<tr>
<th>January</th>
<th>February – Bonus Distribution SeminarFest</th>
<th>March</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topics</td>
<td>Topics</td>
<td>Topics</td>
</tr>
<tr>
<td>• Safety Climate &amp; Lone Workers</td>
<td>• Air Transportation Safety</td>
<td>• Workplace Violence</td>
</tr>
<tr>
<td>• Comprehensive Safety</td>
<td>• Human Health Risks</td>
<td>• Fall Protection in Construction</td>
</tr>
<tr>
<td>• Expert Witness</td>
<td>• Strategic Safety Measures</td>
<td>• Lawn Tractor Noise Reduction</td>
</tr>
<tr>
<td>Best Practices</td>
<td>Best Practices</td>
<td>Best Practices</td>
</tr>
<tr>
<td>• Lone Worker Safety</td>
<td>• Last-Minute Risk Assessment</td>
<td>• Spill Response</td>
</tr>
<tr>
<td>Editorial content deadline</td>
<td>Editorial content deadline</td>
<td>Editorial content deadline</td>
</tr>
<tr>
<td>11/21/16</td>
<td>12/14/16</td>
<td>1/19/17</td>
</tr>
<tr>
<td>Ad closing dates</td>
<td>Ad closing dates</td>
<td>Ad closing dates</td>
</tr>
<tr>
<td>Space: 11/28/16 • Materials: 12/1/16</td>
<td>Space: 12/27/16 • Materials: 12/28/16</td>
<td>Space: 1/24/17 • Materials: 1/27/17</td>
</tr>
<tr>
<td>April</td>
<td>May</td>
<td>June - Bonus Distribution Safety 2017</td>
</tr>
<tr>
<td>Topics</td>
<td>Topics</td>
<td>Topics</td>
</tr>
<tr>
<td>• Safety &amp; Manufactured Homes</td>
<td>• Stretch &amp; Flex Programs</td>
<td>• Right-Sizing Risk Management for Small &amp; Medium Enterprises</td>
</tr>
<tr>
<td>• Safety in Manufacturing: 9 Techniques for Better Results</td>
<td>• Rethinking Unsafe Behavior</td>
<td>• Electronic Cigarettes: Not Just Water Vapor</td>
</tr>
<tr>
<td>Best Practices</td>
<td>Best Practices</td>
<td>Best Practices</td>
</tr>
<tr>
<td>• Developing a Program for Severe &amp; Fatal Injuries</td>
<td>• GHS Compliance</td>
<td>• Crisis Management</td>
</tr>
<tr>
<td>Editorial content deadline</td>
<td>Editorial content deadline</td>
<td>Editorial content deadline</td>
</tr>
<tr>
<td>Ad closing dates</td>
<td>Ad closing dates</td>
<td>Ad closing dates</td>
</tr>
<tr>
<td>July</td>
<td>August</td>
<td>September</td>
</tr>
<tr>
<td>Best Practices</td>
<td>Best Practices</td>
<td>Best Practices</td>
</tr>
<tr>
<td>• Lab Safety</td>
<td>• III Sampling Plans</td>
<td>• Creating a Zero-Harm Workplace</td>
</tr>
<tr>
<td>Editorial content deadline</td>
<td>Editorial content deadline</td>
<td>Editorial content deadline</td>
</tr>
<tr>
<td>5/23/17</td>
<td>6/16/17</td>
<td>7/27/17</td>
</tr>
<tr>
<td>Ad closing dates</td>
<td>Ad closing dates</td>
<td>Ad closing dates</td>
</tr>
<tr>
<td>October - Bonus Distribution Leadership Conference</td>
<td>November – Bonus Distribution Future Safety Leaders Conf.</td>
<td>December</td>
</tr>
<tr>
<td>NSC Congress</td>
<td>Best Practices</td>
<td>Best Practices</td>
</tr>
<tr>
<td>Best Practices</td>
<td>• Preventing Worker Fatigue</td>
<td>• 5 Keys to Safety Excellence</td>
</tr>
<tr>
<td>• OSH Benchmarking</td>
<td>Editorial content deadline</td>
<td>Editorial content deadline</td>
</tr>
<tr>
<td>Editorial content deadline</td>
<td>9/21/17</td>
<td>10/24/17</td>
</tr>
<tr>
<td>8/22/17</td>
<td>Ad closing dates</td>
<td>Ad closing dates</td>
</tr>
</tbody>
</table>

*Content is subject to change. Professional Safety welcomes contributed, noncommercial content from industry vendors and suppliers. To learn more about our editorial opportunities, talk to your Fox Associates advertising rep or visit www.asse.org/advertise.
Display Investment Rates

Covers

<table>
<thead>
<tr>
<th>Space</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second (IFC)</td>
<td>$6,060</td>
<td>$5,970</td>
<td>$5,790</td>
<td>$5,570</td>
</tr>
<tr>
<td>Third (IBC)</td>
<td>$5,925</td>
<td>$5,805</td>
<td>$5,670</td>
<td>$5,445</td>
</tr>
<tr>
<td>Fourth (OBC)</td>
<td>$6,240</td>
<td>$6,115</td>
<td>$5,960</td>
<td>$5,725</td>
</tr>
</tbody>
</table>

4-color process

<table>
<thead>
<tr>
<th>Space</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$5,770</td>
<td>$5,660</td>
<td>$5,525</td>
<td>$5,315</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,865</td>
<td>$3,720</td>
<td>$3,585</td>
<td>$3,410</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,995</td>
<td>$2,885</td>
<td>$2,795</td>
<td>$2,640</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,595</td>
<td>$2,505</td>
<td>$2,415</td>
<td>$2,285</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$815</td>
<td>$755</td>
<td>$710</td>
<td>$680</td>
</tr>
</tbody>
</table>

Black & White

<table>
<thead>
<tr>
<th>Space</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,510</td>
<td>$3,400</td>
<td>$3,265</td>
<td>$3,020</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,250</td>
<td>$2,140</td>
<td>$2,060</td>
<td>$1,915</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,515</td>
<td>$1,435</td>
<td>$1,405</td>
<td>$1,280</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,180</td>
<td>$1,135</td>
<td>$1,080</td>
<td>$990</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$815</td>
<td>$755</td>
<td>$710</td>
<td>$680</td>
</tr>
</tbody>
</table>

Advertising policy: All advertising is subject to publisher’s approval. ASSE reserves the right to reject advertising not in keeping with the journal’s standards. As the leading voice for the OSH profession, ASSE, publisher of Professional Safety journal, intends to see that advertising contained within the journal is warranted and certified by the advertiser prior to publication, to ensure that products show evidence of having been reviewed or examined for safety and health problems, and that no unsafe use and/or procedures are shown/described in the advertising. Such requirements and acceptance of advertising by ASSE shall not be considered an endorsement or approval in any way of such products for any purpose. ASSE may reject or refuse any advertisement for any reason ASSE deems proper. Publisher shall have the right to hold advertiser/its agency jointly and severally liable for all monies owed the publisher for advertising that advertiser/its agent ordered and was published. Positioning of advertisements is at the discretion of ASSE except where a specific position is paid for by the advertiser and is acknowledged by the publisher in writing on a signed insertion. The publisher shall have no liability and there shall be no rebates made for omissions or errors in any advertisers’ index or directory.

Special positions/inserts: Inserts must be furnished complete and ready for binding. Advertisers should contact their local sales representative regarding charges for binding, mechanical and postal specifications, and quantity required. A PDF proof must be submitted for publisher’s review and approval prior to printing.

Commissions and discount: 15% commission to recognized agencies on space, color and position. No prepayment or cash discounts. No commission on mechanical charges.

Cancellations: Cancellations are not accepted after closing dates for space reservations. 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 billings have been based.

Contact: +1.800.440.0231 or AdInfo.ASE@foxrep.com
Specifications

Display Ad Dimensions

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.125&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Trim size</td>
<td>8.125&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Bleed plate size</td>
<td>8.375&quot; x 11.125&quot;</td>
</tr>
<tr>
<td>Live area</td>
<td>7.875&quot; x 10.625&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4.625&quot; x 7&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.375&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.25&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4.625&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.375&quot; x 4.875&quot;</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2.25&quot; x 4.875&quot;</td>
</tr>
</tbody>
</table>

Advertising specifications: ASSE accepts digital advertising materials only. Mechanical charges for alterations will be billed to advertiser. The publisher does not keep a copy of electronic files. Advertisers must retain the original. ASSE reserves the right to reduce and/or resize any incorrectly sized ads to fit the publication's standard ad dimensions.

Mechanical specifications: Printed offset; saddle-stitched.

Accepted file types: PDFX-1a; PDFX-4; press-optimized PDF; (Native page layout files such as InDesign are not accepted.)

File construction:

• Convert all colors to CMYK. All spot colors are printed as 4-color process match.

• Do not use rules narrower than 0.25 pt (these may not appear in the final printed product).

• Include standard trim, bleed and center marks outside trim (no marks in live image area).

• All CMYK or grayscale mode graphics should have an effective resolution of at least 300 dpi; bitmap mode graphics should have an effective resolution of at least 600 dpi.

Display Submission: Display advertising materials questions and submission: Tina Angley, Associate Editor, tangley@asse.org, +1 (847) 768-3438. Submit advertising materials at www.asse.org/mediaupload.

Billing Terms: Net 30; Invoice will be issued upon publication.
Investment

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSE.org</td>
<td>$1,600</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
<tr>
<td>White Paper</td>
<td>$3,000</td>
<td>$2,900</td>
<td>$2,700</td>
<td>$2,600</td>
<td>$2,400</td>
</tr>
</tbody>
</table>

Tips for web ads

- Always incorporate your logo, the product or service being offered, any discounts or giveaway, and a call to action.
- With limited space, use a simplified design.
- Maintain consistency with colors and text.
- Use visuals that are relevant to your company.
- Provide a clear message that is immediately readable.

Tips for white papers

With the right tactics, white papers can be a powerful lead generation tool. Follow these easy steps to make your white paper most effective:
- 5 to 8 pages long
- Educational, practical and useful, NOT a sales pitch
- Used BEFORE a sale, not AFTER a sale
- Provides facts, not just opinion
- A document containing narrative text utilizing the following format:
  - Introduction—One paragraph that provides insight to the paper and gives readers a reason to keep reading.
  - Problem—Provide readers with general information that helps them understand facts about certain issues and to identify themselves with the problem described.
  - Solution—Propose your solution to the problems in question, explain how your product or service works only after you have convinced them of the truths of your argument. Explain them why your solution is the best available. Discuss the benefits and provide supporting evidence.
  - Conclusion—Write a one-paragraph summary of why your solution is the best. Emphasize the advantage of using this product as well as the disadvantage of not using it. Also, don’t forget to mention the works cited and the hyperlink sources you used. Give the reader details about how you can be contacted.

Specifications

**Web Ads**
Dimensions (w x h): 180 x 150 pixels
File Format: JPEG Image, no animation
URL: Supply link for the ad
Option: 8 spots available per month

**White Paper**
File Format of document: PDF
Dimensions (w x h): 270 x 152 pixels
File Format: JPEG Image, no animation
20-word description with link
URL: Supply link for the ad
Option: 2 spots available per month

**Deadlines:**
Space: 15th of the prior month;
Materials: 21st of the prior month

**Submission:**
Submit creative material to Trinity Stachura tstachura@asse.org and Cathy Baker cbaker@asse.org

**Billing:**
Terms: Net 30; Invoice will be issued upon publication
Web Ads

Banner advertising is cost effective and ideal for establishing your brand or for providing information about a new product or service. Consumer research historically shows that most people see an ad several times before they take action. Banners allow you to display your ad over a period of time, increasing the chances that a prospect will see your ad and remember it. People with an interest in your company can click through to your site to order or get more information. Banner ads increase interest, recognition, and most importantly, action.

White Papers

White papers are a highly influential, effective tool for generating leads and helping customers make the decision to buy. White papers combine the persuasiveness of an article with the product information of a brochure. They educate without selling.

In addition to your white paper appearing on ASSE’s home page, you will receive coverage in ASSE’s Society Update, a monthly newsletter highlighting the latest society news, activities and events. It will also be added to ASSE’s Body of Knowledge, one of the world’s leading collections of high-caliber vetted knowledge for the OSH profession.
Industry Portals

ASSE has 27 member-paid practice specialties, common interest groups and branches. Each group’s digital portal group delivers technical articles, a blog, ask the experts FAQs and much more. More than 25,000 memberships align with one or more of these communities. Advertising with a practice specialty, common interest group or branch provides 24-hour exposure. Opportunities include web ads and content contribution (subject to ASSE approval).

Web advertising is an ideal, cost-effective solution for establishing your brand or for providing information about a new product or service. Consumer research historically shows that most people see an ad several times before they take action. Banners allow you to display your ad over a period of time, increasing the chances that a prospect will see your ad and remember it. Banner ads increase interest, recognition and, most importantly, action.

The portals feature:
- Blog: News, industry updates and niche stories of interest
- Publications: Latest technical articles, archive of past publications
- Ask the Experts: Expert guidance on technical questions
- Administrator’s message: Goals, initiatives and events
- Awards & Honors: Recognize the volunteers and leaders who are changing the OSH profession today
- Spotlight: ASSE initiatives

### Investment

<table>
<thead>
<tr>
<th>Duration</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,250</td>
<td>$1,125</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Specifications

- Dimensions (w x h): 220 x 208 pixels
- File Format: JPEG Image, no animation, Convert to RGB
- URL: Supply link for the ad
- Option: 2 per month, per portal
- Deadlines: Space: 15th of the prior month; Materials: 21st of the prior month
- Submission: Submit creative to Trinity Stachura tstachura@asse.org and Lauren Thompson lthompson@asse.org
- Billing: Terms Net 30; Invoice will be issued upon publication

Contact: +1.800.440.0231 or AdInfo.ASE@foxrep.com
ASSE’s popular blog-style e-newsletter, Society Update, highlights the latest Society and member news, keeping ASSE’s members informed of important Society happenings. It features images, graphics, videos and hyperlinks that help readers quickly access information and resources. Distributed to more than 30,000 members monthly, an issue sponsorship or advertisement is an excellent way to reinforce your message and organization.

societyupdate.asse.org

### Investment

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>$1,800</td>
<td>$1,700</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,200</td>
</tr>
<tr>
<td>Margin</td>
<td>$1,300</td>
<td>$1,200</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$800</td>
</tr>
</tbody>
</table>

### Tips for sponsorship and margin ads

- Always incorporate your logo, the product or service being offered, any discounts or giveaway, and a call to action.
- With limited space, use a simplified design.
- Maintain consistency with colors and text.
- Use visuals that are relevant to your company.
- Provide a clear message that is immediately readable.

### Specifications

**Society Update Sponsorship**
- Dimensions (w x h): 255 x 125 pixels
- File Format: JPEG Image, no animation
- URL: Supply link for the ad
- Option: 1 available per month, exclusive

**Society Update Margin Ad**
- Dimensions (w x h): 125 x 125 pixels
- File Format: JPEG Image, no animation
- URL: Supply link for the ad
- Option: 8 available per month

**Deadlines:**
- Space: 15th of the prior month
- Materials: 21st of the prior month

**Submission:** Submit creative material to Cathy Baker cbaker@asse.org and Tina Angley tanglev@asse.org

**Billing Terms:** Net 30; Invoice will be issued upon publication
Webinars

ASSE delivers a broad selection of professional development webinars on various topics to OSH professionals throughout the world. If establishing thought leadership in an industry and positioning yourself at the forefront of a particular sector, technology or emerging market is your goal, our webinars can help you get there.

ASSE Webinar Sponsor: $2,000
Become the exclusive sponsor of an existing ASSE webinar and the work is done. Each webinar is also offered as an on-demand download, extending the reach and coverage beyond the initial viewers. Visit learn.asse.org to view a list of upcoming webinars.

Additional information:
- CEUs
- On-demand for 6 months at learn.asse.org
- Archived webinar on www.asse.org
- Registration list and contact information ((name, company, title, phone, address, e-mail), subject to opt-out, supplied to sponsor

Promote Your Webinar: $3,000
Have your own webinar already in mind? No problem, you can promote your 1-hour educational webinar through ASSE.

Additional information:
- Advertiser will provide a list of all registrants (name, company, title, phone, address, e-mail) to ASSE; attendee disclaimer to be included
- Registration is free to ASSE members
- Due to IACET authorization, CEUs are not allowed to be issued
- One available per month
- Registration list and contact information (name, company, title, phone, address, e-mail), subject to opt-out, supplied to ASSE

Webinar Offerings Include:
- Logo on learn.asse.org page with click-through to website
- Logo on all e-blast promotions
- Company name on all social media promotions
- Marquee webinar slide
- 2-minute introductory remarks
- Archived webinar on www.asse.org

Specifications
Dimensions (w x h): 240 x 160 pixels
File Format: JPEG Image, no animation
URL: Supply link for the ad
Option: 1 per webinar, exclusive

Deadlines:
Space: 1st of the prior month;
Materials: 15th of the prior month

Submission: Submit creative material to Trinity Stachura tstachura@asse.org and dmcneil@asse.org

Billing: Terms: Net 30; Invoice will be issued upon delivery of webinar

LEARN @ ASSE
ASSE Professional Development Conference & Exposition

Get to Know Our Attendees

4,000+ OSH Professionals

97% of surveyed attendees would recommend the conference to a colleague

50% Education
37% CEUs
8% Networking
5% Other

TOP 10 INDUSTRIES
AGRICULTURE/FORESTRY/FOOD
CHEMICAL & ALLIED PRODUCTS
CONSTRUCTION
GOVERNMENT & PUBLIC SECTOR
INSURANCE
MANUFACTURING
OIL & GAS
SERVICES
TRANSPORTATION
UTILITIES

TOP 10 CREDENTIALS
49% CSP
5% OHST
5% ARM
4% P.E.
5% CHMM
3% ASP
5% CHST
2% GSP
5% CIH
2% STS

TOP 5 YEARS IN THE PROFESSION
6% < 3
14% 4-10
19% 11-17
23% 18-24
38% 25+

TOP 10 EDUCATION
53% Bachelors Degree
31% Masters Degree
8% College
5% Associates Degree
3% Doctorate

Professional Safety
OHS
EHS Today
Safety+Health
ISHN
FSM
The Synergist

TOP 5 POSITIONS
Director/Manager
Safety Engineer or Specialist
Regional, Area or Branch Manager
Safety Advisor or Consultant
President, Owner or Partner

TOP 5 TOP 5 PROFESSIONAL DEVELOPMENT EVENTS
59% ASSE
15% Other
14% NSC
3% AIHCE
3% VPPPA
3% RIMS
2% NFPA

WEBSITES USED REGULARLY
25% ASSE
13% OSHA
11% NIOSH
8% NFPA
5% EHStoday
3% AIHA
2% ISHN

BIG BUDGETS
7% Over $1 million
5% $500,000 - $1 million
13% $250,000 - $500,000
17% $100,000 - $250,000
9% $50,000 - $100,000
10% $25,000 - $50,000
10% $10,000 - $25,000

BUYING POWER
51% Recommend
27% Final decision
12% Specify
10% Other

PRODUCTS OF INTEREST
27% Consulting Service
35% Detection Devices (Gas, Vapors, etc.)
21% Emergency Life Equipment
25% Emergency Signs/Labels
26% Environmental Compliance
44% Ergonomics
35% Eye Protection/Eyewash Station
33% Face/Head Protection
23% Fire Protection
23% First-Aid Supplies

27% Monitoring Devices
54% Personal Protective Apparel & Equipment Respirators/Breathing Apparatus
27% Safety Awards & Incentive Programs
26% Safety Floor Products
27% Sound/Noise/Vibration Control Devices
60% Training Programs

5% Consulting Service
5% Detection Devices (Gas, Vapors, etc.)
5% Emergency Life Equipment
5% Emergency Signs/Labels
5% Environmental Compliance
5% Ergonomics
5% Eye Protection/Eyewash Station
5% Face/Head Protection
5% Fire Protection
5% First-Aid Supplies
ASSE Professional Development Conference & Exposition

Exhibiting at ASSE’s annual conference?
ASSE’s Professional Development Conference & Exposition, held every June, offers unparalleled exposure to top-tier buyers in the professional atmosphere of a focused, educational, and networking conference. More than 4,000 OSH professionals attend the conference embrace the exposition as a place to learn about the latest trends, products and services. When you compare ASSE’s annual exposition to others, you will see it is the most cost-effective investment you can make to showcase your company.

The exposition is one of the single most important things you can do for your business. You’ve made the decision to attend, now make the investment in an integrated marketing plan. Not only does an integrated marketing plan give your products or services high visibility among this key audience, it also reinforces your message, reputation and image.

Reinforce your message in print and digitally through various channels

Professional Safety
In addition to a monthly distribution of 38,000 journals, 7,000 May and June issues will be available at the conference.

Conference Brochure
The conference brochure is mailed in the fall to at least 25,000, and digitally sent to more than 50,000, OSH professionals across all industries.

Conference Program Book
The program book tells attendees everything they need to know about the conference and is often saved as a reference. It is distributed to all conference attendees.

Conference Website
Limited web banner spots are available January through June to display your exhibiting product or service to attendees.

Conference E-mails
Include your message in ASSE’s professional development e-mails to 30,000 contacts.

Feature your ad here
Professional Development

Contact: +1.800.440.0231 or AdInfo.ASE@foxrep.com

<table>
<thead>
<tr>
<th>Space</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Cover</td>
<td>$5,883</td>
<td>$5,797</td>
<td>$5,623</td>
<td>$5,407</td>
</tr>
<tr>
<td>Third Cover</td>
<td>$5,754</td>
<td>$5,634</td>
<td>$5,505</td>
<td>$5,288</td>
</tr>
<tr>
<td>Fourth Cover</td>
<td>$6,056</td>
<td>$5,937</td>
<td>$5,786</td>
<td>$5,558</td>
</tr>
<tr>
<td>Full page</td>
<td>$5,601</td>
<td>$5,493</td>
<td>$5,364</td>
<td>$5,158</td>
</tr>
</tbody>
</table>

Second Cover $5,883 $5,797 $5,623 $5,407
Third Cover $5,754 $5,634 $5,505 $5,288
Fourth Cover $6,056 $5,937 $5,786 $5,558
Full page $5,601 $5,493 $5,364 $5,158

Professional Safety Ad Dimensions
- Trim size: 8.125” x 10.875”
- Bleed plate size: 8.375” x 11.125”
- Live area: 7.875” x 10.625”

Submission Deadlines

<table>
<thead>
<tr>
<th>Month</th>
<th>Space</th>
<th>Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>March 29, 2016</td>
<td>April 1, 2016</td>
</tr>
<tr>
<td>June</td>
<td>April 27, 2016</td>
<td>May 2, 2016</td>
</tr>
</tbody>
</table>

Conference Website

<table>
<thead>
<tr>
<th>1 month</th>
<th>2 months</th>
<th>3 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,000</td>
<td>$2,500</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

Specifications
- Dimensions (w x h): 280 x 130 pixels
- File Format: JPEG Image, no animation
- URL: Supply link for the ad
- Advertisements Available: 3 per month
- Months Available: December thru June

Conference E-Mails

<table>
<thead>
<tr>
<th>1 month</th>
<th>2 months</th>
<th>3 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,000</td>
<td>$1,700</td>
<td>$1,400</td>
</tr>
</tbody>
</table>

Specifications
- Dimensions (w x h): 270 x 160 pixels
- File Format: JPEG Image, no animation
- URL: Supply link for the ad
- Advertisements Available: 2 per month
- Months Available: December thru June

Conference Brochure & Program Book: $9,000

Conference Brochure and Program Book Ad Dimensions
- Trim size: 8.5” x 11”
- Bleed Plate Size: 8.75” x 11.25”
- Live Area: 8” x 10.5”

Submission Deadlines

Conference Brochure:
- Space: Nov. 13, 2016; Materials: Nov. 30, 2016
Conference Program Book:
- Space: April 7, 2017; Materials: April 14, 2017

Advertising specifications: ASSE accepts digital advertising materials only. Mechanical charges for alterations will be billed to advertiser. The publisher does not keep a copy of electronic files. Advertisers must retain the original. ASSE reserves the right to reduce and/or reszie any incorrectly sized ads to fit the publication’s standard ad dimensions.

Mechanical specifications: Printed offset; saddle-stitched
- Accepted file types: PDFX-1a; PDFX-4; press-optimized PDF; EPS; TIF
  (Native page layout files such as InDesign are not accepted.)
- File construction:
  • Convert all colors to CMYK. All spot colors are printed as 4-color process match
  • Do not use rules narrower than 0.25 pt (these may not appear in the final printed product)
  • Include standard trim, bleed and center marks outside trim (no marks in live image area)
  • All CMYK or grayscale mode graphics should have an effective resolution of at least 300 dpi; bitmap mode graphics should have an effective resolution of at least 600 dpi

Submission: www.asse.org/mediaupload
Billing: Terms: Net 30; Invoice will be issued upon publication

*safety.asse.org*
Influencing the INFLUENCERS

If all the data we share isn’t enough . . . here is more!

106,000+
Social Media Followers

LinkedIn Members 64,000+
Facebook Followers 12,000+
Twitter Followers 9,000+

Members on Social Media Sites

LinkedIn 71%
Facebook 50%
YouTube 44%
Google+ 27%
Twitter 12%
Instagram 11%
Other 4%