



The American Society of Safety Engineers

Online Advertising Opportunities from the publisher of

Professional Safety Journal of the American Society of Safety Engineers

Looking to expand your reach to ASSE members and the safety profession?

Here are two great opportunities



ASSE Home Page

Advertising is available on www.asse.org. For just \$1,580/month, your ad will be viewed by thousands of safety professionals each day. Ask your rep about exclusive opportunities on targeted pages.

Size: 180 x 150 pixels

E-Newsletter

Society Update e-newsletter is sent monthly to nearly 30,000 opt-in ASSE members.

•Sponsorship: \$1,790 net

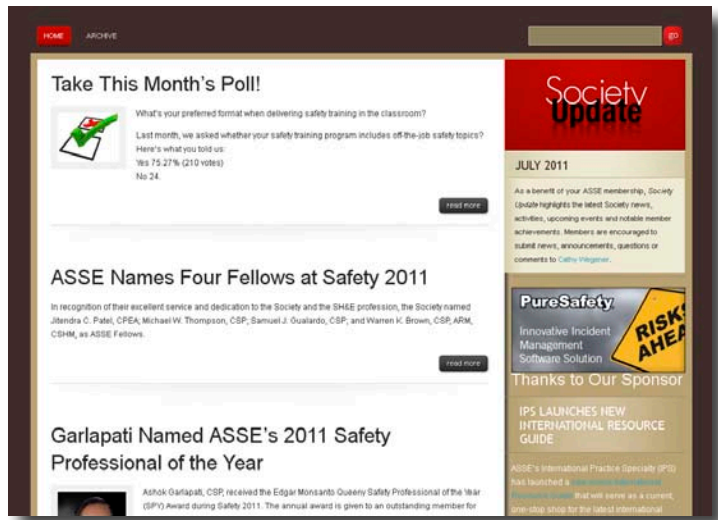
One sponsorship available per issue. Premium position at top of right-hand margin. "Thanks to our sponsor" appears below the ad.

Size: 255 x 125 pixels

•Advertisement: \$1,260 net

Eight margin ad spaces available per issue. Ads appear within the right-hand margin.

Size: 125 x 125 pixels



Contact your local sales representative to learn about additional discounts and specials available for 6x advertisers.



Chicago (312) 644-3888

Atlanta (770) 977-3225

Los Angeles (805) 522-0501

New York (212) 725-2106

Detroit (248) 626-0511

AdInfo.ASE@foxrep.com

# ASSE.org

## Advertising Details & Specifications

ASSE's official website engages visitors with a daily blog, webinars, interactive publications, advocacy updates and news room.

### Home Page

Advertisement spaces are available in rotation, simultaneously on [www.asse.org](http://www.asse.org) and [www.professionalsafety.org](http://www.professionalsafety.org).

**\$1,580/month net**

Ad size (W x H): 180 x 150 pixels

### Targeted Pages

Exclusive ad spaces are available on each of 24 targeted audience pages based on ASSE's practice specialties, branches and common interest groups.

**\$1,580/month net**

Ad size (W x H): 180 x 150 pixels

### Deadlines

Space: 15th of the prior month

Materials: 21st of the prior month

### Format

JPG (preferred), GIF, EPS, TIF. No animation.

### URL

Advertiser must supply a URL link for the ad.

### Materials

Submit materials to [cwenger@asse.org](mailto:cwenger@asse.org).

### Proof of publication

The sponsor/advertiser will receive screen capture as proof of publication.

### Billing

ASSE will invoice the advertiser at the beginning of the month in which the ad is scheduled to appear (terms: Net 30).

**To reserve space, contact Fox Associates at [AdInfo.ASE@foxrep.com](mailto:AdInfo.ASE@foxrep.com).**

Revised Jan. 1, 2012

The screenshot shows the ASSE.org homepage. At the top, there is a navigation bar with links for Member Login, Cart, Home, and Contact. Below this is a main banner featuring a young boy in a superhero costume with the text "SAFETY SUPERHEROES AREN'T BORN. THEY'RE MADE." and a call to action: "Get started with ASSE's Certification Preparation Workshops." Below the banner, there are several featured articles and resources, including "Is It Time To Rethink Safety?", "Tips on How to Prevent Heat-Related Illness For Workers", and "The Employer's Guide to Hiring a Safety Professional". There are also promotional boxes for "We're hiring HSE professionals now" and "Masters in Safety".

The screenshot shows the ASSE.org Publications page. It features a grid of various articles and resources. Key items include "Professional Safety" magazine covers, "Climbing the Corporate Ladder - Safety!", "New Safety Resources Catalog", "ASSE Refresher Guide for the Board of Certified Safety Professionals Safety Fundamentals Examination", "Applied Mathematics for the Safety Professional: Tips, Tools, and Techniques to Solve Everyday Problems", "Employers Guide", and "Technical Publications". Each item includes a brief description and a link to view more.

The screenshot shows the ASSE.org Professional Safety Journal page. The main heading is "Professional Safety" with the subtitle "Journal of the American Society of Safety Engineers" and the date "July 2011". Below the heading, there is a section for "Professional Safety" with a brief introduction. The "In This Issue..." section highlights the "Cover Story & Features" and "Cover Story" section. There are also several promotional boxes for "BBS Essentials", "Gateway", and "Columns & Other Sections".

# Society Update E-Newsletter

## Advertising Details & Specifications

Each issue of *Society Update* e-newsletter has the following advertising options available:

### Sponsorship

One sponsorship available per issue. Premium position at top of right-hand margin. "Thanks to our sponsor" appears below the ad.

**\$1,790/month net**

**Sponsorship size (W x H): 255 x 125 pixels**

### Advertisement

Eight margin ad spaces available per issue. Ads appear within the right-hand margin.

**\$1,260/month net**

**Ad size (W x H): 125 x 125 pixels**

Each e-newsletter is posted at <http://societyupdate.asse.org> for 1 month, and thereafter in the e-newsletter archive. A link and preview of the issue is sent via e-mail to members on the first of each month (or the next business day if the first falls on a weekend or holiday). All ads appear on <http://societyupdate.asse.org> for 1 month only.

### Deadlines

*Space:* 15th of the prior month

*Materials:* 21st of the prior month

### Format

JPG (preferred), GIF, EPS, TIF. No animation.

### URL

Advertiser must supply a URL link for the ad.

### Materials

Submit materials to [cwegener@asse.org](mailto:cwegener@asse.org).

### Proof of publication

Upon publication of the e-newsletter, the sponsor/advertiser will receive a link to the publication and screen capture.

### Billing

ASSE will invoice the advertiser upon publication (terms: Net 30).

**To reserve space, contact Fox Associates at [AdInfo.ASE@foxrep.com](mailto:AdInfo.ASE@foxrep.com).**

Revised Jan. 1, 2012

The screenshot displays the Society Update e-newsletter interface. At the top, there are navigation links for 'HOME' and 'ARCHIVE'. The main content area features several articles, each with a title, a small image, a brief description, and a 'read more' link. The articles include: 'Take This Month's Poll!', 'ASSE Names Four Fellows at Safety 2011', 'Garlapati Named ASSE's 2011 Safety Professional of the Year', 'Overheul Receives Foundation's 2011 Distinguished Service Award', 'Hill Presents President's Awards', 'COPS & Practice Specialty Safety Professionals of the Year Recognized', 'Region Safety Professionals of the Year Recognized', '100th Anniversary Essay Compilation', and 'Culbertson Award Winners Announced'. On the right side, there is a sidebar with a 'Society Update' logo, a date 'JULY 2011', and several advertisements. These ads include 'PureSafety' (Innovative Incident Management Software Solution), 'Download Your Free Whitepaper' (Making Accountability for Safety a Reality), 'Corporate Sponsor Content Showcase', 'Configurable MSDS Management Software' (safetec), and 'DID YOU MISS SAFETY 2011?'. The bottom of the page features a 'STAY CONNECTED' section with social media links and a 'TOP RECRUITERS: HONOR ROLL' section listing various organizations.