

# IHN INDUSTRIAL HYGIENE NEWS<sup>®</sup>

safety - iaq - emergency response - instrumentation



Emergency Responder



Instrumentation



PPE



IAQ



Ergonomics



Fall Protection



Providing solutions for **Safety** in the workplace  
"Stay Compliant with OSHA regulations"

**MEDIA PLANNER 2012**

**RIMBACH**  
PUBLISHING COMPANY

8650 Babcock Blvd., Pittsburgh PA 15237  
800/245-3182 • 412/364-5366  
[www.IndustrialHygieneNews.com](http://www.IndustrialHygieneNews.com)

# Editorial Calendar Print/Digital Issues 2012

## PRINT/DIGITAL ISSUE

**JANUARY/  
FEBRUARY**

**MAIL DATE**  
January 24, 2012  
**AD CLOSING**  
December 3, 2012  
**MATERIAL DUE**  
December 7, 2012

### PRODUCT EMPHASIS

- Laboratory Safety/Clean Room
- Gas Detection
- Emergency Responders
- Hearing Protection: Communication Headsets
- Emergency Showers & Eyewashes

### SELECTION CHARTS

- Analytical Instruments
- Fume Hoods, Laminar Flow Systems, AirFlow Monitors
- Confined Space Entry

### FREE BONUS DISTRIBUTION

- AHR Expo
- IAQA Annual Meeting
- PITTCON (Pittsburgh Conference on Analytical Chemistry & Applied Spectrometry)
- Natl Demolition Convention
- Annual ATSSA Convention and Traffic Expo

#### Advertiser Bonuses for January/February 2012

- 1/2 page or larger Advertiser receives 1 Free Monthly E-News Product Showcase Advertisement in 2012.
- Your PittCon Booth Number will be stripped into your advertisement to promote additional booth traffic from our readers.
- Free article placement in an issue of your choice in 2012 with a Standard page or larger Ad placed in the January issue.

**MARCH/APRIL**

**MAIL DATE**  
March 21, 2012  
**AD CLOSING**  
February 6, 2012  
**MATERIAL DUE**  
February 10, 2012

### PRODUCT EMPHASIS

- Confined Space Entry
- Heat Stress Relief, Thirst Quenchers, Personal Cooling Products
- PPE(Personal Protective Equipment, Fire Retardant Clothing Gloves/Hand Protection/Footwear)
- Indoor Air Quality
- First Aid AEDS/Defibrillators/CPR Training Skin Protection/SunScreen
- Shelters: Smoking/Flamable Storage

### SELECTION CHARTS

- Software: (Compliance/Safety/MSDS)
- Dust/Fume Control
- Ergonomics/Office Mats/Workplace/Safety Hand Tools/Knives
- Noise Measurement

### FREE BONUS DISTRIBUTION

- SPIE Defense & Security
- Minnesota Safety & Health
- Food Safety Summit
- SE Asian Healthcare Show

#### Advertiser Bonuses for March/April 2012

- Free 150 x 150 Button Advertisement on IHN homepage for one month.
- Front Cover Editorial Opportunity with 3x Advertising Insertion Placement within 2012 Issues.
- Free website locator ad in the March Issue (feature shot of your website and web address).

**MAY/JUNE**

**MAIL DATE**  
May 21, 2012  
**AD CLOSING**  
April 2, 2012  
**MATERIAL DUE**  
April 9, 2012

### PRODUCT EMPHASIS

- Fall Protection/Slip Protection Scaffolding & Ladder Safety
- Fire Detection/Fire Safety
- Mold Abatement & Testing
- Noise Measurement & Control
- Workplace Security: Signs/Emergency Lighting/Hazard Communication Solutions
- Facility Safety & Maintenance

### SELECTION CHARTS

- Air Samplers
- Gas Detection
- Heat Stress Relief/Thirst Quenchers/Personal Cooling Products

### FREE BONUS DISTRIBUTION

- AIHce (American Industrial Hygiene Conference)
- NFPA World Safety Expo (National Fire Protection Assoc)
- WCDM World Conf on Disaster Mgmt
- ASSE (American Society of Safety Engineers) Safety 2012

#### Advertiser Bonuses for May/June 2012

- Page Advertisement or larger receives a free digital issue email notification sponsorship in 2012.
- Double Play Bonus: Buy one advertisement— Get second half off.
- Free 4-color AIHce Exhibitor Spotlight Product Feature
- AIHce Show Booth Number stripped into your Ad to promote booth traffic during the Expo
- ASSE Show Booth Number stripped into your Ad to promote booth traffic during the Expo

# Editorial Calendar Print/Digital Issues

## PRINT/DIGITAL ISSUE

### JULY/AUGUST

**MAIL DATE**  
July 23, 2012  
**AD CLOSING**  
June 4, 2012  
**MATERIAL DUE**  
June 11, 2012

#### PRODUCT EMPHASIS

- Air Sampling
- Eye/Face & Head Protection
- Construction Safety; Work Zone High Visibility
- Welding Safety
- Dock Safety & Driving: Safety Programs Material Handling

#### SELECTION CHARTS

- Hearing Protection
- Noise Control Products
- Emergency Responders
- Audiometers

#### FREE BONUS DISTRIBUTION

- APCO (Assoc of Public Safety Officials)
- National VPPPA Conference
- Minexpo

#### Advertiser Bonuses for July/August 2012

- Free 4-color Product Emphasis Press Release that fits your product in 2012 issue.
- Free Corporate Profile when a Standard Page or Larger is placed in the July issue. Get twice the exposure for your dollar.
- VPPPA Booth Number stripped into your advertisement to promote additional booth traffic from our readers.

### SEPTEMBER/OCTOBER

**MAIL DATE**  
September 21, 2012  
**AD CLOSING**  
August 3, 2012  
**MATERIAL DUE**  
August 10, 2012

#### PRODUCT EMPHASIS

- Dust/Fume Control; Critical Filter Vacuums
- Machine Safety/Electrical Safety/Lockout, Tagout/Machine Guarding
- Radiation Detection & Monitoring
- Training: Emergency Response Preparedness/ Health & Safety
- Hazardous Material Handling: Cleanup/Storage, Exposure Monitoring/Chemical Management
- Instrument Accessories

#### SELECTION CHARTS

- Eye/Face/Head Protection Protective Glasses & Goggles Full Head Protection On/Air Purifying Helmets & Goggles
- Dosimeters: Toxic Gas/Vapor; Noise; Radiation
- PPE (Personal Protective Equipment) Fabric/Fabric Coating, Disposable Clothing, Gloves/Hand Protection, Footwear
- Respiratory Protection

#### FREE BONUS DISTRIBUTION

- National Safety Conference
- A+A Congress
- IFMA World Marketplace (International Facility Management Assoc)

#### Advertiser Bonuses for September/October 2012

- One Free Case Study published in an issue of your choice when a 1/2-page or larger Ad is placed.
- Free 4-color NSC Exhibitor Spotlight Product Feature.
- NSC Booth Number stripped into your advertisement to promote booth traffic at the Expo.
- Double Play Bonus: Buy one advertisement— Get second half off.

### NOVEMBER/DECEMBER

**MAIL DATE**  
November 20, 2012  
**AD CLOSING**  
October 1, 2012  
**MATERIAL DUE**  
October 5, 2012

#### PRODUCT EMPHASIS

- Respiratory Protective Devices
- Lead and Asbestos Abatement & Testing
- Cold Weather Safety
- Ergonomics: Workplace/ Safety Hand Tools/Knives/Office Mats
- Software; Compliance, Safety/MSDS
- Rentals: Instrumentation, Equipment

#### SELECTION CHARTS

- Training: Emergency Response Preparedness/Health & Safety
- Fall/Slip Protection
- Hazardous Material Handling and Cleanup
- Radiation Detection

#### FREE BONUS DISTRIBUTION

- National Ergonomics Conference
- Industrial Fire, Safety and Security Expo

#### Advertiser Bonuses for November/December 2012

- Company logo placed free on 1 monthly E-Newsletter.
- Online Company Profile placed on our website for two months when a half page or larger ad is placed in the November issue.

# 2012/2013 Online Buyer's Guide

## ANNUAL 2012/2013 ONLINE BUYER'S GUIDE

**AD CLOSING:** April 1, 2012  
**MATERIAL DUE:** April 7, 2012  
**UPDATED:** April 2012

**ADVERTISE IN THE 2012/13 ONLINE BUYER'S GUIDE WITH UNLIMITED IMPRESSIONS.** Your ad will influence buying decisions on over 600 products and services needed to prevent workplace injury and illness creating a safer, stronger and more secure workplace. Industry Professionals can search either by a company name or by a product category.

### BUYER'S GUIDE PRIMARY BANNER

(460x60 pixels) \$750.00/year

Placed at top of Buyer's Guide home page and product category page of your choice.

### PRIMARY BANNER EXAMPLE



### DOWNLOAD THE PRODUCT CATEGORY SELECTION FORM

[www.rimbach.com/RimPub/IHN/OBG.htm](http://www.rimbach.com/RimPub/IHN/OBG.htm)  
SELECT ONE PRODUCT CATEGORY FOR FREE.  
EACH ADDITIONAL PRODUCT CATEGORY IS \$50.00.

### CATEGORY BUTTON ADVERTISEMENT

(150 x 150 pixels) for \$300/YEAR.  
(This advertisement is placed on the main product category page.)

### BUYER'S GUIDE GOLD LEVEL SPONSORSHIP

\$250.00/year

Preferred Placement at the Top of the Product Listing Page, Company Name, Logo, Company Profile, Complete contact information, Email Link.

Link to your company's website from [www.IndustrialHygieneNews.com](http://www.IndustrialHygieneNews.com).  
Web Site Product listing includes photo and up to a 75-word written summary of the product/service.

### GOLD LEVEL SPONSORSHIP



Online Buyer's Guide:  
Updated Every April



Prices are net amount. No Agency Discount Allowed.

# Electronic Media E-Newsletters & E-Card Deck

## ELECTRONIC POSTCARD DECKS

Sent 3 times per year — and then posted to our website for 3 months.

**E-Cards are Electronically sent exclusive to a database of industry professionals only to Industrial Hygiene News.**

**MATERIALS ARE TO BE DIGITAL FILES.** Please send artwork in jpeg, 72 dpi or gif format. An art service is available for postcard preparation. Charges are based on services provided. Call the production department for estimated costs.

**TRIM SIZE 3 1/2" by 5 1/2"**

### ELECTRONIC POSTCARD RATES

- 1 CARD \$450 each
- 2 CARDS \$350 each
- 3 CARDS \$250 each

### FEBRUARY 2012

Ad Closing: January 25, 2012  
Material Due: February 1, 2012  
Delivery Date: February 15, 2012

### APRIL 2012

Ad Closing: April 8, 2012  
Material Due: April 15, 2012  
Delivery Date: April 26, 2012



### NOVEMBER 2012

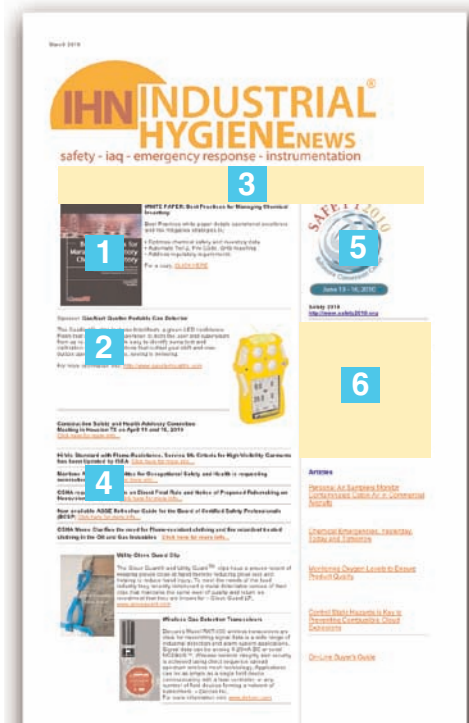
Ad Closing: November 1, 2012  
Material Due: November 8, 2012  
Delivery Date: November 15, 2012

## INDUSTRIAL HYGIENE NEWS E-NEWSLETTER SPONSORSHIP

Monthly E-Newsletters featuring OSHA News, Industry Events, and Product Information.

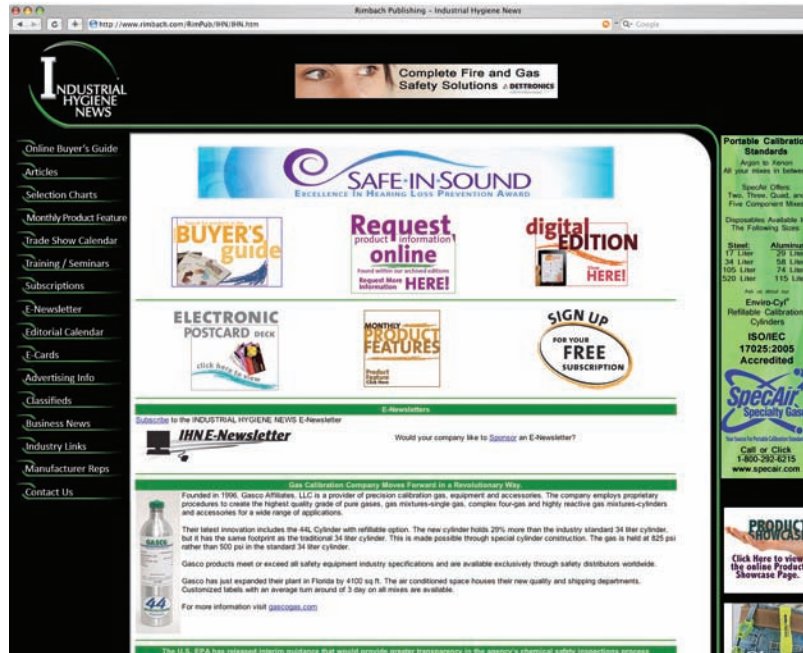
- 1 GOLD LEVEL SPONSORSHIP | \$ 1,000**  
Preferred Placement at the Top of our monthly E-newsletter. Includes an expanded message on the landing page and/or direct link to your website. (280 characters and gif photo)
- 2 SILVER LEVEL SPONSORSHIP | \$ 750**  
Present your message in the second sponsorship position of our monthly E-newsletter. Includes an expanded message on the landing page and/or direct link to your website. (280 characters and gif photo)
- 3 BANNER | \$ 700**  
Place your color banner near the top of our E-newsletter. Banner is linked to your website. (594 x 45 pixels) Limited number per E-newsletter.
- 4 PRODUCT SHOWCASE | \$ 600**  
Spotlight your product or service. Includes an expanded message on the landing page or direct link to your site. (150 characters and gif photo)
- 5 CONFERENCE SPOTLIGHT | \$ 600**  
Spotlight your conference or seminar. Includes an expanded message on the landing page or direct link to your site. (150 characters and gif photo)
- 6 BUTTON AD | \$ 300**  
Small presentation of your product. Placed at bottom side of E-newsletter. Includes landing page link or direct link to your site. (25 characters and gif photo)
- 7 CUSTOM SPONSOR**  
Custom sponsor an E-Newsletter campaign for 17 cents per name.

Prices are net amount. No Agency Discount Allowed.



## www.IndustrialHygieneNews.com

An important resource for OCC Safety Professionals



### PROVIDING IMMEDIATE ACCESS TO:

Online Buyer's Guide  
 Electronic Postcards  
 Article Archives  
 Product Selection Charts

Monthly Product Features  
 Industry Tradeshow Events  
 E-Newsletter Archives  
 Business News

## ONLINE ADVERTISING OPPORTUNITIES

**SKYSCRAPER BANNER** | \$2000/6 months \$2900/12 months

(160 x 600 pixels)

Placed on side of the webpage

Unlimited Impressions

**LEADER BOARD BANNER** | \$2200/6 months \$3000/12 months

(728 x 90 pixels)

Placed at the top of the webpage

Unlimited Impressions

**HOME PAGE PRIMARY BANNER** | \$1500/6 months \$2000/12 months

(460 x 60 pixels)

Placed at the top or middle of homepage

Unlimited Impressions

**HOME PAGE SECONDARY BANNER** | \$750/6 months \$1100/12 months

(150 x 150 pixels)

Placed down the right hand side of the home page

Unlimited Impressions

**ARTICLE WEBSITE LINK** | \$45

Unlimited Impressions

**ONLINE CLASSIFIED SECTION** | \$125/6 months

Present your message on Classified page for six months

Unlimited Impressions

Prices are net amount. No agency commission applied.

# Additional Marketing Opportunities

**CUSTOMIZE YOUR OWN E-BLAST.** Present your product or service personally to our qualified opt-in professionals. Selection by title, industry, or region. \$.17 per name, \$50.00 set-up fee.

## **AD READERSHIP STUDIES**

Understand your target audience better through a customized survey. Engage your readers through an interactive survey. For more information, call today.

## **INSERT PROGRAMS**

Increase your reach and visibility by placing inserts in the print/digital edition of Industrial Hygiene News. Bring your company out in front of your competitors while building your brand awareness in this cost-effective way.

## **ARTICLE REPRINTS**

Reprints may be purchased electronically and printed reprints are available through Rimbach Publishing Inc. Expand your reach with proven marketing media.

**Call Andrew Rimbach at 800-245-3182**

**LINK YOUR ARTICLE** from our website to yours for a \$45.00 one-time fee.

## **MONTHLY PRODUCT EMPHASIS**

Every Industrial Hygiene Print and Digital Issue covers several different products and services through a blend of featured advertisements, articles, press releases, and selection charts.

## **CLASSIFIED ADS**

Present your text message on our classified page for 6 months.

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## **HOT LEADS. NO BOGUS LEADS.**

Our sales leads are generated by our readers specifically asking for info regarding your product or service.

- \* **DIRECT LEADS AND PRINTED CLICK-THRU REPORTS.** Delivered to you weekly from our E-newsletters, E-postcards, Digital Edition Ads, Printed Edition advertisements, articles, press releases, Website banner ads, Online Buyer's Guide and Online reader service card.
- \* **LEADS** delivered to you via e-mail weekly.
- \* **DIGITAL EDITIONS ARE ARCHIVED ONLINE FOR 2 YEARS.** You will continue to generate leads.
- \* **READER SERVICE CARDS.** Our printed editions are also available online to augment your inquiries, which are searchable by number, company name or product description.
- \* **PRODUCT EMPHASIS** featuring all press releases in 4-color that are eye-catching with more descriptive titles. which helps the reader to easily find what they are looking for.
- \* **WEBSITE** Monthly Product Features
- \* **EXPANDED CUSTOM MEDIA PACKAGES** including Digital Issue Sponsorships
- \* **EXTENDED CIRCULATION** to include International Digital Subscribers



## DIGITAL MAGAZINE SPONSORS

### E-MAIL NOTIFICATION SPONSORSHIP OF DIGITAL ISSUE

Advertisers are recognized within the notification e-mail, and their video appears on the opening spread of the Digital Magazine.

### AVAILABLE DIGITAL ENHANCEMENTS

Reach our digital subscribers through these innovative ways:

#### EXPAND YOUR MESSAGE

Slideshows

Video Overlays

Deep link advertisements to specific product/service landing page  
(any word or image can be linked)

YouTube Video Overlay draws our readers attention to your advertisements

Multi-media Overlays Video Belly Barrels



## REASONS FOR READING DIGITAL ISSUE

ACCESS WHEN TRAVELING

EMBEDDED LINKS TO OTHER AREAS OF INTEREST

MORE SPACE-EFFICIENT FOR REFERENCE

MUCH FASTER IN SHARING WITH A TEAM

YOU CAN CLICK DIRECTLY ONTO LINK FOR WEBSITES



**DIGITAL EDITION READERS EXHIBIT HIGH SATISFACTION RATES.** 88% of readers were “very satisfied” or “satisfied” with their digital edition from Texterity.

**THE WAY READERS DIVE INTO THEIR EDITIONS SUGGESTS THEY ARE HIGHLY ENGAGED.** 94% told us they read their digital edition the week it arrives. Nearly 3 out of 5 open the issue the day it arrives.

**IMPORTANTLY FOR EDITORS AND ADVERTISERS ALIKE, DIGITAL READERS TAKE ACTION.** 51% looked at advertiser’s web site after seeing an ad from that advertiser and 59% downloaded an ad or an article they saw in a digital trade magazine.

*\*Survey conducted by Texterity Inc. in May 2010 Methodology results were certified by the BPA Worldwide\**

## EDITORIAL WEBINARS

“ Be seen as an Industry Expert and build your brand awareness, by Partnering with Industrial Hygiene News. ”

### WEBINAR PACKAGES INCLUDE:

**Customized** Editorial Topic development.

**Hosted** by a Industrial Hygiene News Editor.

**Customized Audience.** Development done by Industrial Hygiene News staff:

- EMAIL PROMOTIONS
- PROMOTIONAL NEWSLETTER BANNERS
- ONLINE BANNER ADS AND IN PRINT ADVERTISING
- REGISTRATION AND ATTENDEE DATABASE
- REMINDER EMAIL/TELEPHONE CALL TO WEBINAR
- REGISTERED ATTENDEES

**One hour presentation.** Slide presentation and a Q & A session included in the price.

**Customized Registration form.** Developed by the project manager.

**We will guide you** through the step-by-step process of developing content, marketing and delivering a quality webinar

**Database contact information.** Complete contact information and three customized pre-qualifying questions.

**Webinar Archived on**  
[www.industrialhygienenews.com](http://www.industrialhygienenews.com) for one year

**Your company's webinar will be branded with your logo.**

### BENEFITS OF HOSTING A LIVE WEBINAR

Connect with your potential customers and see what they are really looking for in a product or service

Understand your audience through customized survey

Be seen as an industry expert.

Collect timely and targeted sales leads for your sales staff.



#### WEBINAR RATES

ONE-TIME WEBINAR sponsorship fee is \$10,000

PAY PER REGISTRANT WEBINAR SPONSORSHIP

Set-up fee \$3000.00  
\$35 net per registrant

PRICES ARE NET AMOUNT. NO AGENCY DISCOUNT ALLOWED

# PODCASTS AND SOCIAL NETWORKING

## PODCAST

### EDITORIAL PODCASTS

**Option 1:** Customized content chosen by the advertiser. 5-15 minute interview conducted by the Chief Editor of Industrial Hygiene News. Our Production Staff can assist or you with your own creativity.

**Option 2:** Already have a podcast ready to go?  
*Allow us to present it to our audience.*



HOSTED ON INDUSTRIALHYGIENENEWS.COM FOR 12 MONTHS.

## SOCIAL NETWORKING

### SPONSORED TWEETS

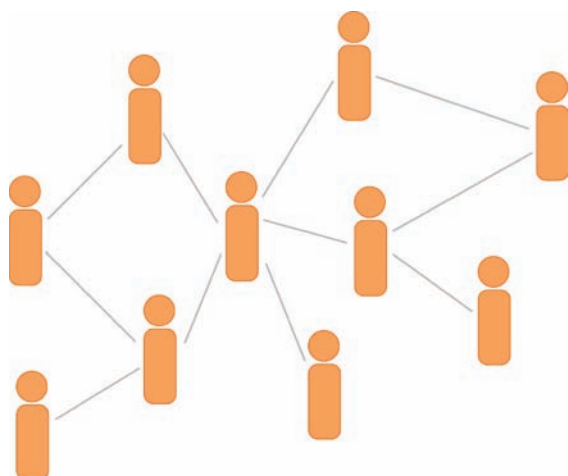
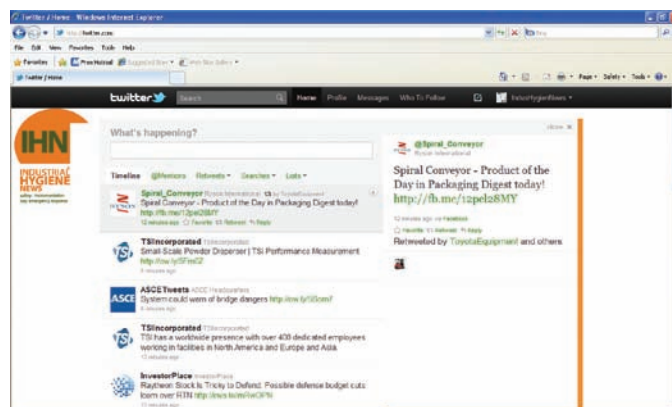
Send your message to our followers via tweeter. Drive web traffic to your site.

Follow us on Twitter at Industrial Hygiene.

### FACEBOOK POSTS

Broadcast your post to our followers. Each post includes your link and image.

Find us on Facebook at Industrial Hygiene News.



# PRINTED ADVERTISING RATES

## RATES

Display advertising rates are based on frequency of space used within 1 year from date of first insertion. All non-contracted space will be billed at the 1 time rate. A lower frequency rate may be established by combining advertising in Industrial Hygiene News, Buyer's Guide and Pollution Equipment News. Advertising rates are based on a standard page size of 7" x 9.5".

## COLORS

Red, blue, green, yellow, or orange	\$425.00
PMS matched color	\$535.00
Metallic/Fluorescent	\$745.00
4-color process (CMYK)	\$925.00

## HELP WANTED POSTING \$125.00

2 1/8" x 3" help wanted advertisement to be featured in an issue and on [industrialhygienenews.com](http://industrialhygienenews.com) for 2 months.

## ADVERTORIAL

Surround your advertisement with editorial content of your choice. Call your salesperson today for details.

## ADVERTISING AGENCY COMMISSION

15% of gross billing allowed to recognized agencies on space and color, bleed, and position if account paid within 30 days. No agency commission after 30 days.

## PRINTING MATERIALS FOR WEB OFFSET

Digital files. Reproduction quality of converted materials will be at advertiser's risk. Oversized ads reduced or trimmed at advertiser's risk.

## CANCELLATION POLICY

Advertisements cancelled after the published closing date will be assessed a charge equal to 50% of the cost that would have been invoiced.

## INSERTS

Furnished complete by advertiser ready for binding, billed at regular black and white rate earned. Trimming, tipping, binding and folding and other charges on request. No commission or discount allowed on tipping, pretrimming, or other production charges. Call for prices.

AD SIZE	1 TIME RATE	3 TIME RATE	6 TIME RATE	7 TIME RATE	9 TIME RATE	12 TIME RATE	16 TIME RATE	24 TIME RATE	36 TIME RATE	WIDTH X HEIGHT (INCHES)
TAB PAGE	\$10400	\$10200	\$9920	\$9600	\$9390	\$9050	\$8780	\$8500	\$8270	10.5" x 14.25"
TAB SPREAD	\$15600	\$15210	\$14830	\$14460	\$14100	\$13750	\$13410	\$13075	\$12750	20.5" x 14.25"
2/3 TAB	\$8800	\$8530	\$8280	\$8030	\$7780	\$7540	\$7270	\$7115	\$6895	5" x 14.25"
1/2 TAB	\$7240	\$7060	\$6885	\$6715	\$6550	\$6390	\$6230	\$6075	\$5925	5.125" x 14.25"
1/3 TAB	\$5430	\$5295	\$5165	\$5035	\$4910	\$4790	\$4670	\$4555	\$4445	3.45" x 14.25"
STD. PAGE	\$7230	\$7020	\$6800	\$6600	\$6440	\$6200	\$6020	\$5840	\$5670	7" x 9.5"
2/3 PAGE	\$4820	\$4680	\$4540	\$4410	\$4260	\$4140	\$4010	\$3900	\$3780	4.5" x 9.5"
1/2 PAGE	\$3620	\$3560	\$3400	\$3300	\$3220	\$3110	\$3010	\$2920	\$2835	7" x 4.75" Horizontal, 3.25" x 9.5" Vertical, 4.5" x 7.125" Island
1/3 PAGE	\$2410	\$2335	\$2260	\$2200	\$2130	\$2065	\$2000	\$1950	\$1890	4.5" x 4.75" Square 2.125" x 9.5" Vertical
1/4 PAGE	\$1810	\$1750	\$1690	\$1650	\$1620	\$1550	\$1500	\$1460	\$1360	3.25" x 4.75"
1/6 PAGE	\$1210	\$1170	\$1130	\$1110	\$1065	\$1030	\$1000	\$980	\$950	4.5" x 2.375" Horizontal 2.125 x 4.75" Vertical
<b>SEARCHLIGHT SECTION/CLASSIFIED ADS</b>										
1/8 PAGE	\$760	\$740	\$730	\$690	\$670	\$650	\$640	\$610	\$600	2-1/8" x 3"
1/12 PAGE	\$600	\$590	\$580	\$570	\$560	\$540	\$520	\$510	\$490	2-1/8 x 2-3/8"
1/24 PAGE	\$300	\$295	\$290	\$285	\$280	\$275	\$260	\$255	\$250	2-1/8 x 1-1/8"
<b>JOB POSTING PACKAGE \$125.00 RECEIVE A 2 1/8" X 3' TEXT AD AND IN THE PRINT EDITION ON THE WEBSITE</b>										
<b>LITERATURE SHOWCASE- BLACK &amp; WHITE- \$600</b>			<b>FULL COLOR- \$740</b>			<b>TRIM SIZE 10 7/8" x 14.75"</b>			<b>BLEED IS 1/8"</b>	

## LIABILITY

All advertisements in Industrial Hygiene News, the Buyer's Guide, and Product Information Postcards are accepted and published on the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof.

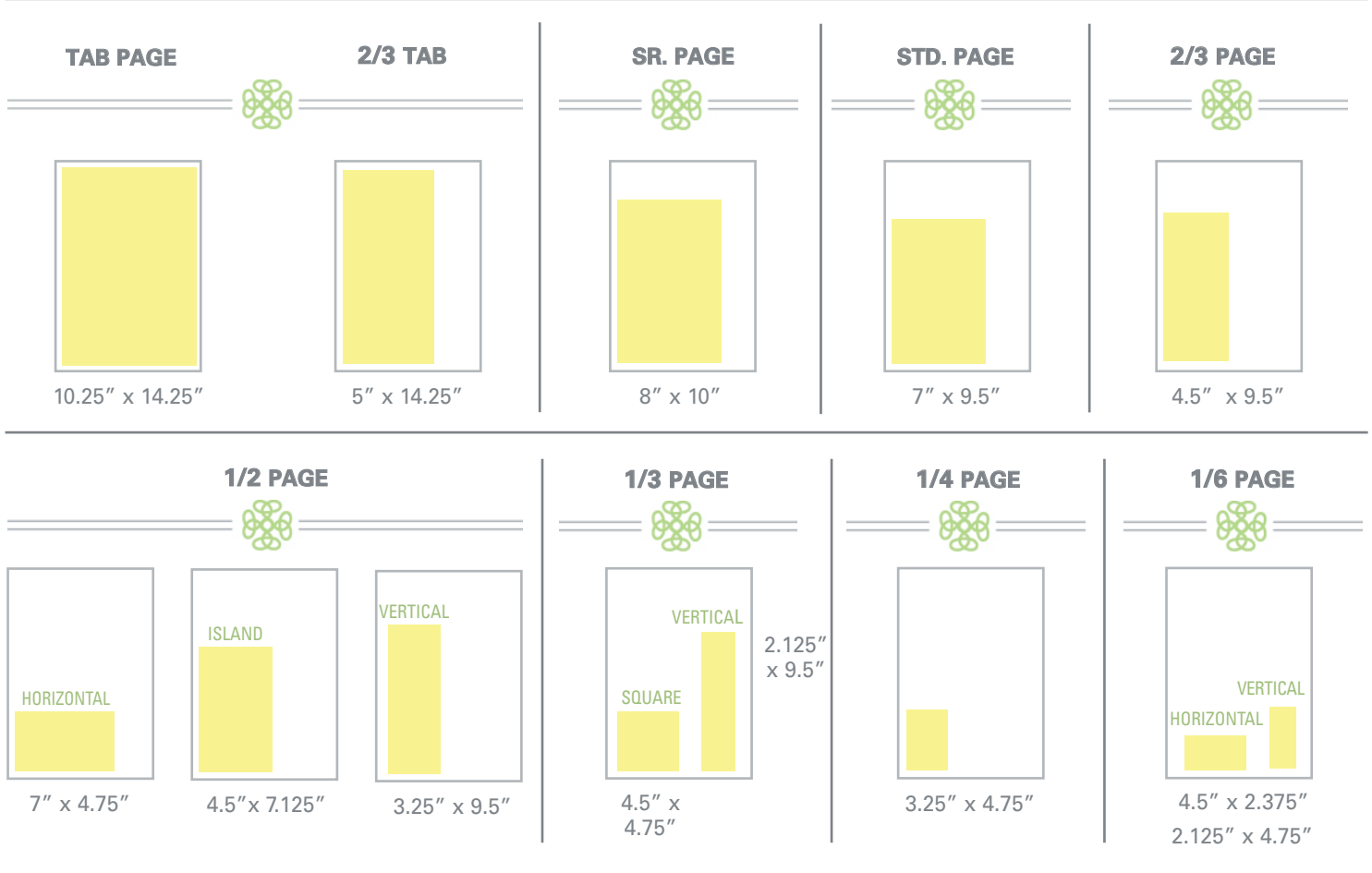
The advertiser and/or advertising agency will defend, indemnify and hold the publication harmless from and against any loss, expense or other liability resulting from any claims or suits for libel violation of right of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisement.

The publication reserves the right to reject or exclude advertising copy which in its opinion is unethical, misleading, unfair, in bad taste, detrimental to public interest or otherwise inappropriate or incompatible with the character of this publication.

## PAYMENT LIABILITY

Rimbach Publishing, Inc., has the right to hold the advertiser and/ or the advertising agency jointly and severally liable for the amounts due for advertisements published by Rimbach Publishing, Inc., as a result of either verbal or written instructions received from the advertiser or its advertising agency. In addition, the advertiser and its advertising agency jointly and severally agree to pay all costs of collection, including reasonable attorney fees, in the event payment is not voluntarily made.

# AD SIZES AND FILE FORMATS



FILE TYPE	COLOR MODE	RESOLUTION	FONTS
PREFERRED PDF	CMYK	300 dpi	Embedded Postscript Type 1 Fonts are recommended. Fonts made into outlines/curves before saving.
EPS	CMYK	300 dpi	
TIFF	CMYK	300 dpi	
JPEG	CMYK	300 dpi	

**FILE FORMAT ACCEPTED MAC FORMAT IS PREFERRED.**

## HIGH RESOLUTION PDF OR PRINT READY PDF

All Fonts must be embedded (Postscript type 1 fonts are recommended) along with High Resolution Photos at 300 dpi.

## COLOR

Send all files in CMYK mode unless a spot color is required. All Pantone colors must be called out to our production staff. An additional charge will be added.

## QUARK, PHOTOSHOP, AND ILLUSTRATOR FILES

are all accepted (Mac format is preferred).

## PHOTOS

300dpi saved as Tiff or EPS in CMYK

## ELECTRONIC SUBMISSION

CD-ROM Disks, E-mail, and FTP

*We do not accept ads created in Microsoft Word or Microsoft Publisher.*

## SEND FILES VIA E-MAIL TO

production@rimbach.com

For access to our ftp site or any questions please call 1-800-245-3182 or email production@Rimbach.com

*Rimbach Publishing Inc. assumes no responsibility for the possibility of change converting Windows® files to Macintosh® formats.*

# READERSHIP SURVEY 2012

**64%** of readers share their copy with a colleague.

**50%** of readers use IHN in employee safety meetings.

**39%** of readers spend at least 1 hour reading Industrial Hygiene News

**55%** of readers keep their copy of Industrial Hygiene News for future reference.

## WHEN DECIDING TO PURCHASE PRODUCTS TO KEEP YOUR EMPLOYEES WITHIN OSHA GUIDELINES...

- 64%** Do you refer to Print ads
- 69%** Do you refer to Magazine Websites
- 62%** Do you refer to Print Buyer's Guide
- 60%** Do you refer to Online Buyer's Guide
- 58%** Do you purchase products online

## ACTIONS TAKEN AS A RESULT OF READING INDUSTRIAL HYGIENE NEWS:

- 83%** Visited manufacturer's website
- 55%** Filed information for future reference
- 50%** Discussed an advertisement with a colleague
- 35%** Routed Magazine to others
- 28%** Called manufacturer
- 30%** Contacted via Email
- 28%** Used Reader Service Card
- 26%** Ordered Product

## NUMBER OF EMPLOYEES AT READER'S LOCATION:

- 49%** 1 to 99 employees
- 22%** 100 to 499 employees
- 31%** 500 or more employees

## LENGTH OF READERSHIP

- 21%** 2 Years or less
- 35%** 3-5 Years
- 21%** 6-10 Years
- 23%** 0 Years or More

## WHAT SOURCE OF INFORMATION DO YOU CURRENTLY USE?

- 83%** Websites
- 66%** Trade Publications
- 68%** E-Newsletters
- 49%** Associations
- 31%** Trade Shows

## INQUIRY PROCESSING STATS:

### JOB FUNCTION

Safety/Industrial Hygiene/EH&S	<b>35.66%</b>
Emergency Mgmt/Hazmat	<b>5.70%</b>
Health/Scientific	<b>10.57%</b>
Engineering	<b>14.15%</b>
Corporate & Operations Mgmt	<b>23.81%</b>
Other	<b>10.11%</b>

### PRIMARY BUSINESS ACTIVITY

Manufacturing	<b>17.24%</b>
Oil/Gas Petroleum	<b>1.92%</b>
Mining	<b>1.37%</b>
Chemicals	<b>4.74%</b>
Government: Local/National	<b>16.42%</b>
Utilities	<b>3.47%</b>
Contractors/Service Firms	<b>20.71%</b>
Medical/Research	<b>8.12%</b>
Manufacturer Representative	<b>9.31%</b>
Other	<b>16.70%</b>

### I AM RESPONSIBLE FOR

Industrial Hygiene	<b>12.50%</b>
Laboratory	<b>6.00%</b>
Security/Monitoring Systems	<b>6.02%</b>
Occupational Health	<b>11.81%</b>
Personal Protection Products	<b>14.87%</b>
Emergency/First Response	<b>9.40%</b>
Safety (Construction, Machine Operation)	<b>10.91%</b>
Training	<b>10.39%</b>
Software	<b>4.02%</b>
Safety Incentives	<b>6.76%</b>
Ergonomics	<b>7.31%</b>

### NUMBER OF EMPLOYEES

1-50	<b>56.14%</b>
51-100	<b>11.32%</b>
101-249	<b>10.49%</b>
250-500	<b>6.32%</b>
501-1000	<b>5.72%</b>
1001-2499	<b>4.89%</b>
2500+	<b>5.13%</b>