

IHN INDUSTRIAL HYGIENE NEWS[®]

safety - iaq - emergency response - instrumentation



Check out what's NEW in 2010 on page 4!

Information to Keep Employees Safe in the Workplace since 1978

MEDIA PLANNER 2010

January Print and Digital Issue

Mail date Jan 20, 2010 Ad Closing: December 3, 2009

Material Due: Dec 7, 2009

PRODUCT EMPHASIS	SELECTION CHARTS	BONUS DISTRIBUTION
<ul style="list-style-type: none"> Laboratory Safety/Clean Room Gas Detection Indoor Air Quality Hearing Protection: Communication Headsets Emergency Showers & Eyewashes Skin Protection (First Aid / SunScreen) 	<ul style="list-style-type: none"> Analytical Instruments Fume Hoods, Laminar Flow Systems, AirFlow Monitors Confined Space Entry 	<ul style="list-style-type: none"> International Disaster Mgmnts Conf Feb. 18-21, 2010; Orlando, FL IAQA Annual Meeting March 7-9, 2010; Tampa, FL Glove Symposium March 14-16, 2010 Amelia Island, FL PITTCON (Pittsburgh Conference on Analytical Chemistry & Applied Spectrometry) March 1-4, 2010; Orlando, FL GovSec/READY March 23-24, 2010; Washington DC Ind Fire, Safety and Security Expo February 2-4, 2010; Houston, TX Natl Demolition Convention March 21-24, 2010; Las Vegas, NV Annual Convention and Traffic Expo February 14-18, 2010; San Antonio, TX

Advertiser Bonuses for January 2010

- Free 4-color Product Emphasis Press Releases that fit your products in 2010 issues.
- 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 2010 with a Standard page or larger Ad placed in the January issue.
- Place 1/3 or larger ad in January issue, receive same ad in on-line Buyers Guide, for FREE!

E-newsletter January 2010

Ad Closing: January 15, 2010

E-newsletter February 2010

Ad Closing: February 16, 2010

March Print and Digital Issue

Mail date March 19, 2010 Ad Closing: February 4, 2010

Material Due: February 9, 2010

PRODUCT EMPHASIS	SELECTION CHARTS	BONUS DISTRIBUTION
<ul style="list-style-type: none"> Confined Space Entry Heat Stress Relief, Thirst Quenchers, Personal Cooling Products Emergency Responders, Disaster Preparedness PPE(Personal Protective Equipment) (Fire Retardant Clothing Gloves/Hand Protection/Footwear) Workplace Security: Signs/ Emergency Lighting/Hazard Communication Solutions 	<ul style="list-style-type: none"> Software: (Compliance/Safety/MSDS/Training) Dust/Fume Control Ergonomics/Office Mats/Workplace/ Safety Hand Tools/Knives Noise Measurement 	<ul style="list-style-type: none"> SPIE Defense & Security April 6-8, 2010; Orlando, FL IAPA (Industrial Accident Prevention Assoc) Health & Safety Conference May 3-5, 2010; Toronto, Canada Minnesota Safety & Health May 12-14, 2010; Minneapolis, MN

Advertising Bonuses for March 2010

- Free On-Line Buyer's Guide Gold Sponsorship to all March Advertisers
- Front Cover Editorial Opportunity with 3x Advertising Insertion Placement within 2010 Issues.
- Free website locator ad in the March Issue (feature shot of your website and web address).

E-newsletter March 2010

Ad Closing: March 16, 2010

PUBLISHED IN APRIL 2010

Advertise in the 2010/11 Buyer's Guide to reach our 68,000(+) readers. Your ad will influence their buying decisions on over 900 products and services in the industrial hygiene, indoor air quality, occupational health and safety, and emergency response industries.

For More information turn to page 8

Advertising Bonuses for April Buyer's Guide 2010

- Free online Buyer's Guide Showcase feature
- Free unlimited product listings for IHN advertisers who placed 1/4 ad or larger within April 2010 thru March 2011 Issues.
- Secondary Rotating Button Advertisement placed on the online Buyer's Guide category page when Gold Level Package is purchased

April 2010 Electronic Postcard Decks

See Page 5

APRIL 2010

- Ad Closing: April 6, 2010
- Material Due: April 13, 2010
- DELIVERY Date: April 22, 2010
- **E-Cards are Electronically sent to subscribers**, -- qualified professionals responsible for buying, specifying or recommending products and services in the Industrial Hygiene, Safety, Occupational Health, Indoor Air Quality, First Response and Homeland Security Industries.

E-newsletter April 2010

Ad Closing: April 15, 2010

E-newsletter May 2010

Ad Closing: May 14, 2010

May Print and Digital Issue

Mail date May 4, 2010

Ad Closing: April 1, 2010

Material Due: April 7, 2010

PRODUCT EMPHASIS	SELECTION CHARTS	TRADE SHOWS (Pre-show Issue)
<ul style="list-style-type: none"> • AEDS/Defibrillators/ CPR Training • Fall Protection/ Slip Protection • Fire Detection/Fire Safety • Mold Abatement & Testing • Noise Measurement & Control • Facility Safety & Maintenance <p>Email:</p> <ul style="list-style-type: none"> • Electronic Product Showcase • Preshow AIHce and ASSE Show lists 	<ul style="list-style-type: none"> • Air Samplers • Gas Detection • Heat Stress Relief/Thirst Quenchers/Personal Cooling Products 	<ul style="list-style-type: none"> • AIHce (American Industrial Hygiene Conference) May 22-27, 2010; Denver, Colorado • NFPA World Safety Expo (National Fire Protection Assoc) June 7-10, 2010; Las Vegas, NV • WCDM World Conf on Disaster Mgmt June 13-16, 2010; Toronto, Canada • ASSE (American Society of Safety Engineers) June 13-15, 2009; Baltimore, MD

Advertising Bonuses for May 2010

- Page Ad or larger receives a free digital issue email notification sponsorship in 2010
- Free 4-color AIHce Exhibitor Spotlight Product Feature
- AIHce Show Booth Numbers will be stripped into your Ad to promote booth traffic during the Expo
- ASSE Show Booth Numbers will be stripped into your Ad to promote booth traffic during the Expo

E-newsletter June 2010

Ad Closing: June 15, 2010

July Print and Digital Issue

Mail date July 20, 2009

Ad Closing: June 1, 2010

Material Due: June 8, 2010

PRODUCT EMPHASIS	SELECTION CHARTS	FREE BONUS DISTRIBUTION
<ul style="list-style-type: none"> • Air Sampling • Eye/Face & Head Protection • Construction Safety; Work Zone High Visibility/ Welding Safety • Dock Safety & Driving Safety Programs • Incentives: Employee Safety Programs 	<ul style="list-style-type: none"> • Hearing Protection • Employee Testing Programs- (Substance Abuse, Health, Wellness, Hearing Testing) • Noise Control Products • Emergency Responders 	<ul style="list-style-type: none"> • APCO (Assoc of Public Safety Officials) August 1-5, 2010; Houston, TX • Annual National VPPPA Conference August 22-26 2010; Orlando, FL

Advertising Bonuses for July 2010

- Free 4-color Product Emphasis Press Releases that fit your products in 2010 issues
- 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

E-newsletter July 2010

Ad Closing: July 15, 2010

E-newsletter August 2010

Ad Closing: August 16, 2010

September Print and Digital Issue

Mail date Sept. 21, 2010 Ad Closing: August 3, 2010

Material Due: August 9, 2010

PRODUCT EMPHASIS	SELECTION CHARTS	TRADE SHOWS
<ul style="list-style-type: none"> • Dust/Fume Control; Critical Filter Vacuums • Machine Safety/Electrical-Safety/Lockout, Tagout • Radiation Detection & Monitoring • Training: Emergency Response Preparedness/ Health & Safety • Hazardous Material Handling: Cleanup/Storage Exposure Monitoring Chemical Management • Instrument Accessories 	<ul style="list-style-type: none"> • 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 Footware • Respiratory Protection 	<ul style="list-style-type: none"> • National Safety Conference October 4-6, 2010; San Diego, CA • ISA (Instrument Society of America) October 19-21, 2010 Houston, TX • IFMA World Marketplace (International Facility Management Assoc) October 27-29, 2010 Atlanta, GA

Advertising Bonuses for September 2010

- 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

E-newsletter September 2010

Ad Closing: September 15, 2010

October 2010 Electronic Postcard Deck

OCTOBER 2010

- Ad Closing: October 6, 2010
- Material Due: October 12, 2010
- Delivery Date: October 22, 2010
- E-Cards are Electronically sent to subscribers, (See Page 5) -- qualified professionals responsible for buying, specifying or recommending products and services in the Industrial Hygiene, Safety, Occupational Health, Indoor Air Quality, First Response and Homeland Security Industries.

November Print and Digital Issue

Mail date Nov 19, 2010

Ad Closing: October 1, 2010

Material Due: October 6, 2010

PRODUCT EMPHASIS	SELECTION CHARTS	FREE BONUS DISTRIBUTION
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Training: Emergency Response Preparedness/Health & Safety • Fall/Slip Protection • Hazardous Material Handling and Cleanup • Radiation Detection 	<ul style="list-style-type: none"> • National Ergonomics Conference November 17-19, 2010 Las Vegas NV

Advertiser Bonuses for November 2010

- Inquiry Survey following your ad placement, (We will survey our readers to measure the activity of each lead).
- Online Company Profile placed on our web site for two months when a half page or larger ad is placed in the November issue.
- Free Website locator advertisement in the November 2010 (feature shows a screen shot of your website and web address).

E-newsletter November 2010

Ad Closing: November 16, 2010

E-newsletter December 2010

Ad Closing: December 16, 2010

For Marketing Package Rates: 800/245-3182

NEW IN 2010

- Magazine Layout and Logo Completely re-designed
- Product Emphasis
Featuring all press releases in 4-color
Press Releases that are eye catching with more descriptive titles which allows the reader find what they are looking for easier.
- Website Monthly Product Features
- Expanded Custom Media Packages, Including Digital Issue Sponsorships
- Expanded Circulation to include International Digital Subscribers
- FREE On-Line Buyer's Guide Ad- (Run 1/3 or larger Advertisement in January 2010 issue, and receive same ad FREE in On-Line Buyers Guide).
- Expanded Trade Show Coverage ----- Eliminate the expenses of travel by placing your Advertisement in IHN ---- we will take the Ad to over 150 industry trade shows, training courses and conferences (Call for a complete list of events)
- FREE Website Locator Ads placed in our printed issue - Linked to your site from our Digital Issue
- FREE On-Line Company Profile to advertisers placing 1/2 page or larger ad in November 2010 issue

Electronic Postcard Decks

APRIL 2010

OCTOBER 2010

- Ad Closing: April 6, 2010
- Material Due: April 13, 2010
- DELIVERY Date: April 22, 2010

- Ad Closing: October 6, 2010
- Material Due: October 13, 2010
- DELIVERY Date: October 21, 2010

Electronic Postcard Rates:

1 card	\$450 each
2 cards	\$350 each
3 cards	\$250 each

E-Cards are Electronically sent to subscribers, exclusive only to INDUSTRIAL HYGIENE NEWS

Subscribers are qualified professionals responsible for buying, specifying or recommending products and services in the Industrial Hygiene, Safety, Occupational Health, Indoor Air Quality, First Response and Homeland Security Industries.

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"

Prices are net amount. No Agency Discount Allowed.

E-Lead Generation: You will receive WEEKLY Click-through Reports for all On-line E-Cards

DIGITAL MAGAZINE SPONSORSHIPS:

Email blast notification sponsorship: Advertiser are recognized within the notification e-mail and their video appears on the opening spread of the Digital Magazine

Available Digital enhancements:

- 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

CALL FOR RATES

IHN INDUSTRIAL HYGIENE NEWS
safety - iac - emergency response - instrumentation

Methyl Ethyl Sulfone Vapor Detector Tube
Methyl Ethyl Sulfone (MES) has a detection range of 1 - 100 ppm. The Methyl Ethyl Sulfone Vapor Detector Tube (MES-VDT) is a colorimetric detector tube used for the detection of MES in air. It is used for the detection of MES in air at concentrations of 1 - 100 ppm. The MES-VDT is a colorimetric detector tube used for the detection of MES in air. It is used for the detection of MES in air at concentrations of 1 - 100 ppm.

Advanced Absorption Technology
Advanced Absorption Technology (AAT) is a new technology for the detection of hazardous gases. It is used for the detection of hazardous gases in air. It is used for the detection of hazardous gases in air at concentrations of 1 - 100 ppm.

Enhanced CO & H₂ Sensors
Enhanced CO & H₂ Sensors are used for the detection of CO and H₂ in air. They are used for the detection of CO and H₂ in air at concentrations of 1 - 100 ppm.

Portable Gas Monitor
Portable Gas Monitors are used for the detection of hazardous gases in air. They are used for the detection of hazardous gases in air at concentrations of 1 - 100 ppm.

Programmable, Data Logging Air Samplers
Programmable, Data Logging Air Samplers are used for the collection and analysis of air samples. They are used for the collection and analysis of air samples at concentrations of 1 - 100 ppm.

Dis Filter Respirator for Tough Work Environments
Dis Filter Respirators are used for the protection of workers in tough work environments. They are used for the protection of workers in tough work environments at concentrations of 1 - 100 ppm.

ISSUE FEATURES
Air Samplers
Construction Safety
Emergency Responders
Eye/Face & Head Protection

The Solution is Clear

BETTER TECHNOLOGY
Better Technology is used for the detection of hazardous gases in air. It is used for the detection of hazardous gases in air at concentrations of 1 - 100 ppm.

BETTER VALUE
Better Value is used for the detection of hazardous gases in air. It is used for the detection of hazardous gases in air at concentrations of 1 - 100 ppm.

BETTER QUALITY
Better Quality is used for the detection of hazardous gases in air. It is used for the detection of hazardous gases in air at concentrations of 1 - 100 ppm.

Let's go green!
Let's go green! is used for the detection of hazardous gases in air. It is used for the detection of hazardous gases in air at concentrations of 1 - 100 ppm.

PREVENT MESSY BODILY FLUID CLEAN UPS.
Prevent Messy Bodily Fluid Clean Ups is used for the detection of hazardous gases in air. It is used for the detection of hazardous gases in air at concentrations of 1 - 100 ppm.

CONVENIENCE BAG
Convenience Bag is used for the detection of hazardous gases in air. It is used for the detection of hazardous gases in air at concentrations of 1 - 100 ppm.

MONTHLY E-NEWSLETTERS

ELECTRONICALLY SENT

Industrial Hygiene News Monthly E-Newsletter

E-Newsletter Sponsorships

Gold Level Sponsorship \$ 1,000

Preferred Placement at the Top of our monthly e-newsletter

Present your text message 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)

Silver Lever Sponsorship \$ 750

Present your text 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)

Banner \$ 700

Place your color banner near the top of our e-newsletter. Banner is linked to your website. (594 x 45 pixels)

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)

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)

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)

Prices are Net Amount. No Agency Commission Applied

E-Lead Generation: You will receive WEEKLY Click-through Reports for all E-Newsletter Advertisements

E-Newsletter Topics

Cold Weather Safety

Lab Safety

Gas Detection

Heat Stress

Construction Safety

Welding Safety

HazMat Handling

Ergonomics

Personal Protection

Air Sampling

Confined Space Entry

OR....

Customized E-Blast

Customize your own E-Newsletter to present your product or service to our qualified opt-in professionals within the occupational safety, health, IAQ, Emergency Response or Industrial Hygiene Instrumentation industries.

Selection by title, industry, or region.

\$50.00 set-up Fee

Call for pricing:

800/245-3182 or 412/364-5366.

Industrial Hygiene News
has been providing health
and safety information for
the past 30 years



www.IndustrialHygieneNews.com

Website Banners & Links

Skyscraper Banner (160 x 600 pixels) \$2000/6 months

Placed on the side of the web page

Leader Board Banner (728 x 90 pixels) \$2200/6 months

Placed at the top of the webpage

Home Page Primary Banner (460 x 60 pixels) \$1500/6 months

Placed at the top or middle of the homepage banner

Home Page Secondary Banner (150 x 150 pixels) \$750/6 months

Placed down the right hand side of the home page

Article Website Link \$45

On-line Classified Section \$125/6 months

Present your text message on our Classified page for 6 months

Company Profile Showroom Ad \$250/3 months

Includes company name, address, contact information, description of company, history and product applications. Includes company logo with link to company website and email.

Prices are net amount. No agency Commission applied.

INDUSTRIAL HYGIENE NEWS

is a good business decision.

IHN offers multiple marketing options at a low-cost to create product awareness ... and don't forget our bonus circulation!

Article Reprints:

Articles and Advertisements are available electronically and printed to enhance your marketing campaigns:

Prices for Reprints:
Call Andrew Rimbach
at 800-245-3182

Link you article from our website to yours for \$50.00 one time fee.

“Get Noticed in 2010”
IHN connects you
with the entire
occupational safety,
health and
emergency
response market

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 are delivered to you weekly from our E-newsletters, E-postcards, Digital Edition Ads, Printed Edition advertisements, articles, and press releases, Web-site banner ads, On-line Buyer's Guide and On-Line reader service card.

* Leads delivered to you via email WEEKLY!

* Digital Editions are archived on-line for 2 years which will continue to generate leads.

* Reader Service Card from our printed editions are also available online to augment your inquiries which are searchable by number, company name or product description.

* Leads are maintained for 2 years!

NEW
Electronic Lead Delivery
Package designed to deliver
more leads to you.



On-line Buyer's Guide

Buyer's Guide Showcase Page

Gold Level \$250.00/year

Preferred Placement at the Top of the Listing Page

Company Name: Logo, Company Profile,

Complete contact information, Email Link

Link: your company's website from the www.IndustrialHygieneNews.com Web Site
Product listing includes photo and 25 word written summary of the product/service

(Includes 2 free product listings and database links for each \$1000.00 of magazine space advertising spent with Rimbach Publishing Inc.)

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.

Buyer's Guide Secondary Banner (150x150 pixels) \$450.00/year

Placed on right-hand side of Buyers' Guide home page and product category page of your choice.

Primary Banner Example

Gold Level Sponsorship



Year long exposure to Potential Buyer's

32nd EDITION

Quality Source of Information

- Product Information included into On-Line Buyers' Guide for one year
- Bonus Distribution to Industry Trade Shows, Conferences & Training Seminars
- Over 900 Suppliers of Products & Services
- Over 250 Alphabetized Headings & Sub-Headings
- Year Long Sales Leads

EARLY BIRD DISCOUNT

Get 10% off your space, just send your order before August 1st!

2010/2011 Buyers' Guide Advertiser Benefits

- Product and Manufacturer Directory listings include **bold face** type in Print Issue to make you stand out from your competition.
- **Complete** contact information is included with your product listings to make it easier for your prospects and customers to buy from you!
- **Unlimited product listings** fully list the products you manufacture or services you offer.
- **Year long sales leads!**

Non-Advertisers: Non-Advertisers receive **ONE FREE** product listing.

There is a \$50 charge for each additional listing.

PRINTED ADVERTISING RATES
 (PRINTED ADVERTISEMENTS ARE ALSO INCLUDED INTO
 DIGITAL EDITION AT NO ADDITIONAL CHARGE)

2010

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	\$7790	\$7560	\$7320	\$7105	\$6895	\$6680	\$6480	\$6300	\$6100	10.25" x 14.25"
Tab Spread	12500	12125	11765	11415	11000	10670	10350	10000	9700	20.5" x 14.25"
2/3 Tab	6610	6405	6230	6040	5865	5690	5510	5350	5180	5" x 14.25"
1/2 Tab	5360	5200	5045	4895	4750	4610	4475	4340	4210	5.125" x 14.25"
1/3 Tab	4020	3900	3785	3675	3565	3460	3360	3260	3160	3.42" x 14.25"
Std. Page	5310	5150	5040	4895	4770	4595	4465	4335	4200	7" x 9.5"
2/3 Page	3575	3460	3360	3260	3180	2970	2890	2800	2720	4.5" x 9.5"
1/2 Page	2680	2595	2520	2420	2385	2305	2240	2170	2100	7" X 4.75" Horizontal 4.5" x 7" Island 3.25" x 9.5" Vertical
1/3 Page	1790	1740	1680	1630	1590	1535	1490	1450	1400	4.5" x 4.75" Square 2.125" x 9.3" Vertical
1/4 Page	1340	1295	1260	1220	1190	1150	1115	1090	1050	3.2" x 4.6"
1/6 Page	890	870	840	815	795	770	750	730	700	4.5" x 2.4" Horizontal 2.125" x 4.75" Vertical
Searchlight Section/Classified Ads										
1/8 Page	555	540	530	505	490	480	460	440	445	2-1/8" x 3"
1/12 Page	450	435	420	410	400	385	370	345	350	2-1/8" x 2-3/8"
1/24 Page	220	215	210	205	200	195	180	170	160	2-1/8" x 1-1/8"
* Literature Showcase - Black and White - \$600 Full Color - \$740 *The Senior Page Ad is guaranteed to be the only ad on the page Trim Size of Publication 10 7/8" x 14.75" Bleed Measurement 1/8 inch										

DIGITAL SPECIFICATIONS

Accepted Digital File Formats

- High resolution PDF or Print Ready PDF
 All Fonts must be embedded (Postscript type 1 fonts are recommended) along with High Resolution Photos at 300dpi
- Color
 Send all files in CMYK mode unless a spot color is required. All Pantone colors must be called out to our production staff
- Quark, Photoshop, and Illustrator files are all accepted
- Photo: 300dpi saved as Tiff or EPS in CMYK
- Electronic Submission
 CD-ROM Disks
 E-mail
 or FTP please call
 Production department for instructions

**Send files via e-mail to:
 production@rimbach.com**

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

Please contact the Production Department at 1-800-245-3182 with any questions.

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

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

Classified Advertising

Classified ads are accepted and appear in the Searchlite Section along with the 1/8, 1/12 and 1/24 page size ads. They are billed at standard display rates shown.

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.

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.



Tab Page



10.25" x 14.25"

2/3 Tab



5" x 14.25"

Sr. Page



8" x 10"

Std. Page



7" x 9.5"

2/3 Page

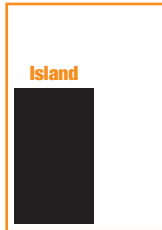


4.5" x 9.5"

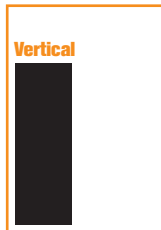
1/2 Page



7" x 4.25"

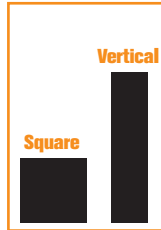


4.5" x 6.999"



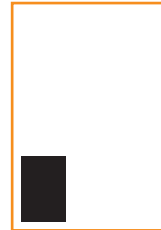
3.25" x 9.5"

1/3 Page



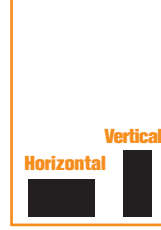
4.5" x 4.75"
2.125" x 9.3"

1/4 Page



3.22" x 4.636"

1/6 Page



4.5" x 2.361"
2.125" x 4.75"

- Actual Magazine Size- ##" x ##"
- Searchlite Section/Classified Ad Dimensions not shown.
- See chart to left for pricing information.

BONUS DISTRIBUTION: Our Digital edition is available online to anyone in our industry. Located at www.industrialhygienenews.com; In addition to our print and digital subscribers.

Reasons for Reading Digital:

- Can 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 straight onto links for websites

Digital Readers are Engaged. 92% of digital edition readers read their issue within a week and 52% read it immediately or the same day.

Digital Readers Take Action. Over 91% of all digital edition readers take one or more actions when reading advertisements or articles.

Frequent Readers. 61% of digital readers have read 3 or 4 of the last four issues, similar to the rate for an "average" print reader

The "Big 3" Reasons for Reading Digital. Environmental friendliness, ease of saving, and convenience of searching

79% of "business-to-business" readers cite "get information to do their jobs better" as the most important reason to use digital editions

46% of digital magazine readers spent 30 minutes of more reading each issue, with 21% spending more than 45 minutes per issue

Over 65% of digital readers value video content positively as a useful "rich media" add-on to digital magazines

Digital "B-to-B" reader experience is extensive: with a median of over 13 years of industry experience

High Overall Satisfaction. 90% of digital readers are "very satisfied" or "satisfied" with their digital edition from Texterity Inc..

Crosses Generations and Genders. Results across age group, gender and occupation show similar satisfaction and preferences.

Survey conducted by Texterity Inc. in May 2009 Methodology results were certified by the BPA Worldwide



safety - iaq - emergency response - instrumentation

Readership Survey 2008/2009

Length of Readership

- 16% 2 Years or less
- 40% 3-5 Years
- 23% 6-10 Years
- 21% 10 Years of More

62% of readers share their copy with a colleague.

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
- 64% Do you refer to Print Buyer's Guide
- 58% Do you refer to On-line Buyer's Guide
- 58% Do you purchasing products online

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

Actions taken as a result of reading Industrial Hygiene News:

- 78% Visited manufacturer's website
- 55% Filed information for future reference
- 49% Discussed an advertisement with a colleague
- 35% Routed Magazine to others
- 28% Called manufacturer
- 28% Contacted via Email
- 28% Used Reader Service Card
- 26% Ordered Product

54% of readers keep their copy of Industrial Hygiene News for future reference.

What source of information do you currently use?

- 81% Web Sites
- 66% Trade Publications
- 65% E-Newsletters
- 49% Associations
- 33% Trade Shows

50% of readers use IHN in employee safety meetings

Number of Employees at Reader's Location:

- 49% 1 to 99 employees
- 25% 100 to 499 employees
- 28% 500 or more employees

Readers Testimonials

"The products and information posted in IHN saves time in doing follow up research when it comes to best available products currently being utilized by professionals"

"IHN gives you the straight story on products, rather than a company simply trying to make a sale. IHN is on top of the latest equipment that is out there"

"Safety, Health and Environmental staff need to find timely accurate info on new products - IHN is a great source"

"I like the detail that many of the advertisers use in describing how their product can interface with laws and particular situations that can apply to many of my clients"

"I use a lot of the articles in my management of staff. I use them for education. I love the magazine"

"IHN is a handy buyer's reference and an excellent screening tool for narrowing search engine results"

"Since I am gaining skills on the job, being able to look at information on-line is better than paper stacking up on my desk"