



Web Advertising
E-Newsletters
Direct E-Mail
Lead Generation
Appointment Setting
Webinars

Safety | NewsAlert

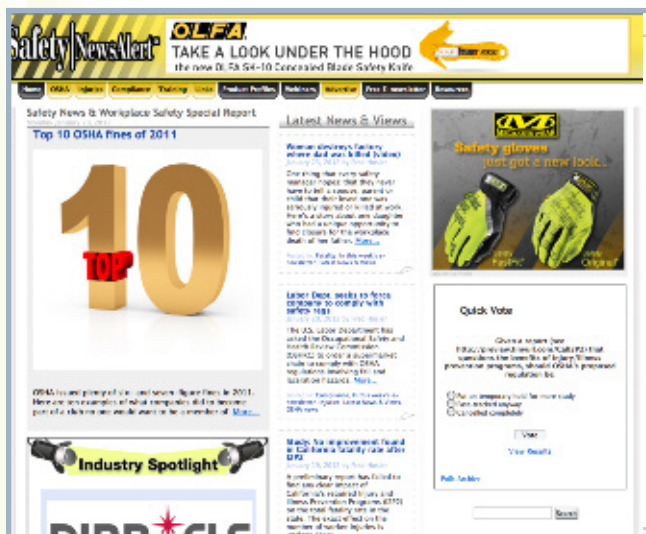
**Fast and effective advertising
opportunities to reach safety decision makers**

MEDIA KIT

Safety NewsAlert

Fast and effective advertising opportunities to reach safety decision makers

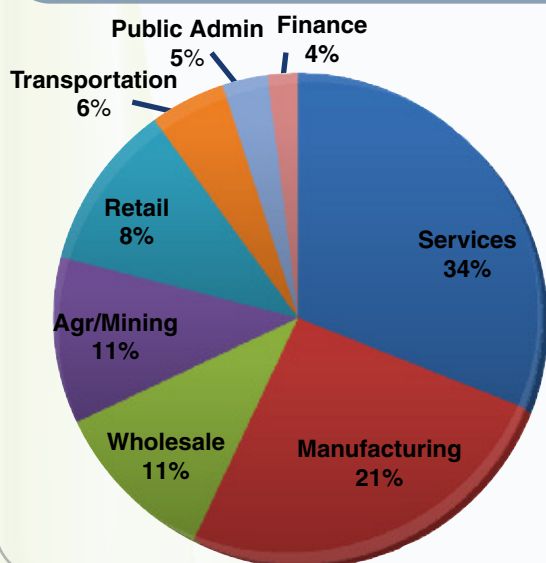
Safety News Alert is industry leading e-newsletter dealing with today's hottest trends and issues in safety standards and regulations. Safety News Alert keeps subscribers updated with actionable, quick-read information.



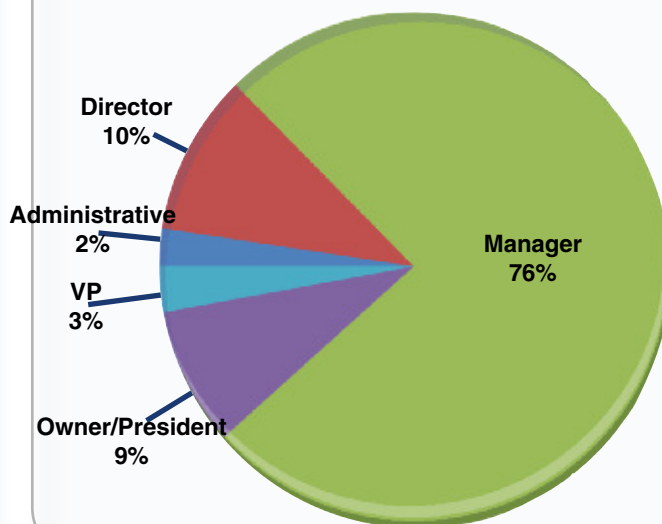
Every Tuesday the Safety News Alert e-newsletter is sent to a **database of over 270,000 opt-in subscribers**

Every Month, SafetyNewsAlert.com receives over **105,000 pageviews**.

SafetyNewsAlert Readership: by Industry



SafetyNewsAlert Readership: by Title



Safety NewsAlert

Advertising Opportunities

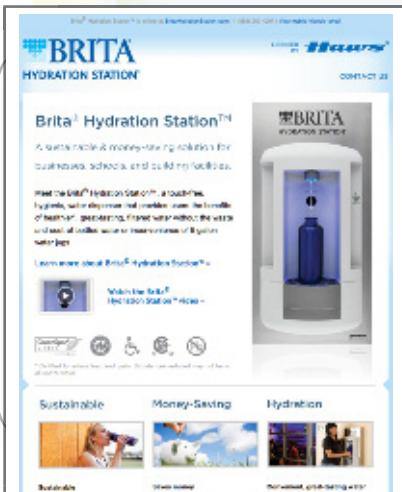
Fast and effective advertising opportunities to reach safety decision makers

Display Advertising

- E-newsletter sponsorship and banner ad placements available
- Increase brand exposure
- Drive clicks and traffic to your site
- Reach targeted audience of industry decision makers
- Instant feedback, measurable results
- Associate your brand with a trusted industry authority



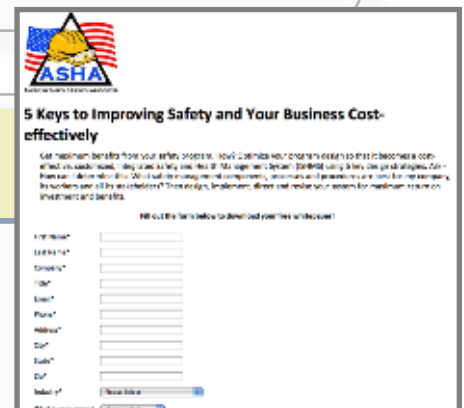
E-Mail Blasts



- Market to a targeted audience – filter off of title, industry, company size, etc.
- Fully customizable message to increase effectiveness
- Drive clicks and traffic to your site
- Instant feedback, measurable results

Lead Generation

- Promote your whitepaper or marketing collateral through our e-newsletter or trained call center team.
- Increase conversion rates – target ideal customer profile: title, industry, company size, etc.
- Generate qualified leads – those who download the whitepaper and match your profile are delivered to your sales team for follow up
- Shorten sales cycle - eliminate wasted efforts perusing unqualified leads
- Reduced risk - only pay for leads matching your target profile
- Manual quality check - each lead generated is individually scrubbed for quality purposes



Contact: Kristen Hampton khampton@pbp.com 610-695-8600 x 126
376 Technology Drive, Malvern PA 19335

Safety NewsAlert

Advertising Opportunities (continued..)

Fast and effective advertising opportunities to reach safety decision makers

Special Edition E-Catalog

Sent the 2nd Thursday of each month, the Special Edition of Safety News Alert provides high visibility for your product and reader friendly editorial section highlighting top safety stories.

- Participation is easy – You provide your logo or product image plus up to 60 words promoting your product
- Helpful reports – Opens and clicks will help you evaluate your campaign
- 1,000/spot non-exclusive (monthly) Early Registration Discounts are available.



INNOVATIONS
IN SAFETY
2012

New Innovations in Safety

Safety News Alert is involved and committed to the excellence of the safety industry and believes in contributing and giving back to the industry we serve. For that reason, we have developed the following programs that recognize both individual and organizational accomplishments.

12 Month Platinum Program:

- Homepage Feature on our "Innovative New Product Award" section on SafetyNewsAlert.com
- 5 Exclusive E-newsletter Sponsorships per year (728x 90 and 300 x 250)
- 2 Targeted email blast-20,000 titles within your title criteria

9 Month Gold Program:

- Homepage Feature on our "Innovative New Product Award" section on SafetyNewsAlert.com
- 4 Exclusive E-newsletter Sponsorships per year (728x 90 and 300 x 250)
- 1 Targeted email blast-15,000 titles within your title criteria

6 Month Silver Program:

- Homepage Feature on our "Innovative New Product Award" section on SafetyNewsAlert.com
- 3 E-newsletter Sponsorships (Choose either 728x 90 or 300 x 250)
- 2 Targeted email blast-10,000 titles within your title criteria

3 Month Bronze Program:

- Homepage Feature on our "Innovative New Product Award" section on SafetyNewsAlert.com
- 2 Exclusive E-newsletter Sponsorships (728x 90 and 300 x 250)
- 1 Targeted Email Blast- 5,000 within your title criteria

A la Carte Pricing: 12 month Innovative New Product Award- \$475/per year: Each additional product- \$275 each/per year (Limit of 50 products per year)

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Appointment Setting

- Take your lead generation efforts to the next level with our appointment setting services
- Increase conversion rates - target ideal customer profile: title, industry, company size, etc.
- Generate opportunities, not leads - prospects are carefully prescreened by our trained call center team.
- Sales-ready - those who agree to an appointment are delivered to your sales team for follow up
- Shorten sales cycle - eliminate wasted efforts perusing unqualified leads
- Get past the gatekeeper - appointments are only set with decision makers
- Reduced risk - only pay for appointments matching your target profile
- Manual quality check - each appointment generated is individually scrubbed for quality purposes



Webinars

- Allow our team to develop, host, promote, and run a targeted webinar to generate sales-ready opportunities deeper through the sales funnel.
- Topic, audience, and speaker chosen in collaboration to maximize number of qualified leads and ROI
- Increase conversion rates – prospects are significantly more qualified than traditional lead generation efforts
- Sales-ready – list of webinar attendees are delivered to your sales team for follow up
- Shorten sales cycle – eliminate multiple steps in funnel, ensuring prospects have interest in your products/services
- Build personal relationships with prospects
- Showcase your organization as an industry expert
- Create remarketing opportunities by recycling webinar recordings

2012 Advertising Rates

Web Banner Ads

Ad Type		CPM
Leaderboard	728x90 1 per page view prioritized location	\$35
Rectangle	300x250 per page view sidebar location	\$30
In-Story-Banner	468x60 1 per page view in story location	\$25
High-Impact	Interstials peel offs, extendables pop-up-unders, prioritized location/data rich	\$50

E-Newsletters

Ad Type		Rate
Leaderboard	728x90	\$2,000 per week
Rectangle	300x250	\$1,900 per week
Combo package	leaderboard & rectangle	\$2,900 per week
Multi-week package	pricing reflects 2 weeks; Call for details on extended runs	\$1800/leaderboard \$1700/rectangle ad
Text offer	30-50 word promotion in sponsored content section of e-newsletter	\$1000 per week

E-Mail Blasts

Selects	Rate
Open Database	\$200/CPM
Select targeting (geo, industry, title, company size)	\$250/CPM
a/b testing	\$150 per split
Suppression Fee	\$150

Industry Spotlight Package

Highlight your newest products and services on our website and e-newsletter

Package Includes:	Rate
2-Week Homepage feature	Full Package: \$2,395
1 week e-newsletter text offer	
1 week rectangle or leaderboard ad	

Innovations in Safety Package

Package	Rate
Platinum Program - 12 Months	\$12,500
Gold Program - 9 Months	\$8,000
Silver Program - 6 Months	\$6,000
Bronze Program - 3 Months	\$3,000

Special Edition E-Catalog

Package	Rate
1 month listing	\$1,000
3 month package	\$2,000
6 month package	\$4,000
Exclusive E-Catalog - exclusive e-catalog dedicated to your company: 5 listings in one eCatalog)	\$5,000

Lead Generation — Starts at \$50 CPL. Call for details.

Webinars — Call for details.

Appointment Setting — Call for Details.

Material Requirements & Guidelines

Web Banner Materials:

- 728x90 Leaderboard, flash, .gif or jpeg, 50 max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 50k max file size, 4 loops max
- 468x60 Rectangle, flash, .gif or jpeg, 50k max file size, 4 loops max

Rich Media Web Advertising:

- SWF files and 3rd Party Ad Tags.
- Video can initiate, without audio, upon page load up to 10 seconds.
- User initiation is required to restart video with audio.
- File Size: Alt image GIF/JPG = 50k | Initial flash = 450k | Total File Size = 2.5 mb (with video)
- Format: Streaming
- Length: 30 seconds max
- Audio: On click or mouse-over with 1 second delay.
- Expandable In-Banner video on mouseover of 1 second only – expandable to 728x280pixels
- Ads may not contain persistent rapid or “strobing” animation.

Industry Spotlight:

- scalable product logo
- Approximately 35-50 words of text describing product or service.
- url link to company or product.

E-Newsletter & E-Catalog Materials:

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- Sponsored Content. Approximately 35-50 words of text, scalable product logo or image optional

E-Mail Blasts:

- Subject line for email
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles.
- Text version of email as a standalone file (.txt file - should not include any HTML)
- Electronic means of opting out of future communications from partner. (Note: PBP Media's standard partner opt-out will also be included at the end of the email.)
- Seeded Names
- Suppression List

Lead Generation:

- For each asset, you are entitled to all creative submissions listed above. Please provide as much creative as available. PBP Media will provide limited creative support.
- Scalable client-approved logo
- Mandatory Fields for Registration Form
- Lead Dissemination requirements



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Design Guidelines

SafetyNewsAlert.com reserves the right to reject any insertion, graphic, text description, or URL. Ads may never have transparent background and may never blend into content screen. **safetynewsalert.com** prohibits advertisers from displaying ads or infomercials in such a way so that the reader believes the content as news, rather than advertising. Fonts and text elements may not resemble **safetynewsalert.com** content.

Prior approval from **safetynewsalert.com** must be given for use of the following rich media types.