



Occupational Safety for Workplace Safety Professionals

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About SafetyNewsAlert.com

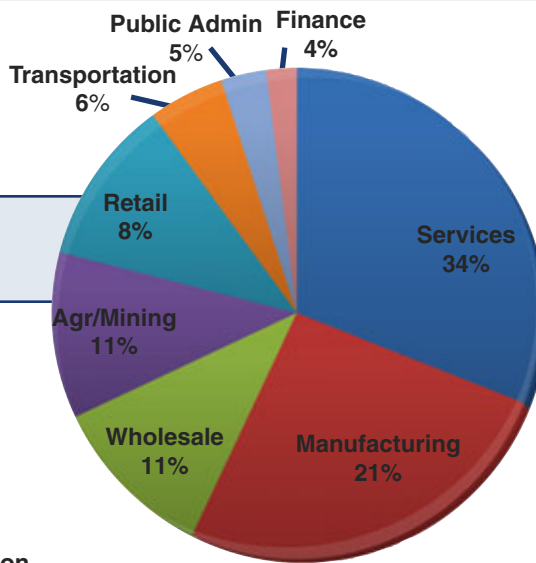
SafetyNewsAlert.com reaches over 272,000 decision makers within the Safety market on a weekly basis. SafetyNewsAlert.com provides its weekly subscribers useful and job functional multi-channelled content.

- Injuries & Accidents
- Industry Spotlight
- Investigations
- Lighter Side of Safety
- What's Working in Safety
- Who Got Fined & Why?
- OSHA News
- Product Profiles

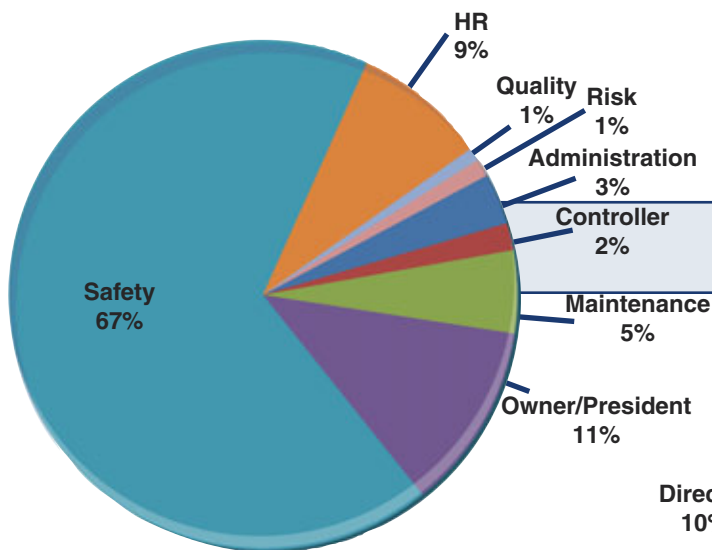
Readership Breakdown

Reach Your Target Audience

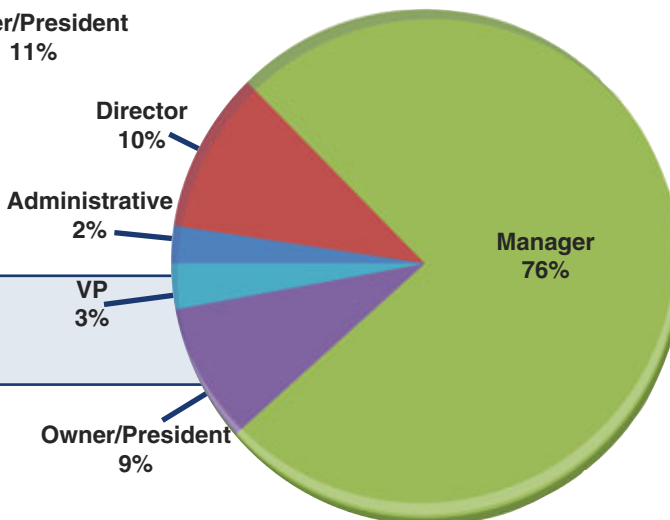
Readership by Industry



Readership by Department



Readership by Title



OLFA Our Innovative Safety Knives Help Keep Your Employees Safer

Worker breaks leg while turning around, gets comp

ENERGIZE YOUR SAFETY TRAINING PROGRAM

Industry Spotlight

Worker knocked over by shoplifter: Murder charges may follow

Man faces prison, fine for alleged workers' comp fraud

Another concern besides oil and chemicals for cleanup workers

3 managers charged with worker's death

What is ISO 9000 And Should I Care?

What is ISO 14001 And Should I Care?

Banner Ads

Display Units Available

- 728x90 Leaderboard
- 300x250 Rectangle

Product Profiles:

Features:

- 1-week homepage feature
- 1 e-newsletter sponsorship

E-Newsletter

Sponsorship Available

- 728x90 static ad
- 300x250 image or contextual ad

So personnel know how to properly protect themselves.

Worker knocked over by shoplifter: Murder charges may follow

Worker killed in wood chipper lost arm in earlier incident

So, most of you really don't hate OSHA

BP gusher: Deja vu for investigative board

Man faces prison, fine for alleged workers' comp fraud

Another concern besides oil and chemicals for cleanup workers

3 managers charged with worker's death

What is ISO 9000 And Should I Care?

What is ISO 14001 And Should I Care?

Emergency Showers, eyewashes and Engineered Solutions™

Haws

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Bausch & Lomb

FOGSHIELD XP® ANTI-FOG AND LENS CLEANING SYSTEM REALLY WORKS.

Bausch & Lomb FogShield XP® Anti-Fog & Lens Cleaning System—now with a money back guarantee!

Choosing the right eye safety equipment is serious business. However, when it comes to reliable anti-fog protection, some products come up short. But not FogShield XP®.

Direct Email Blast

Your content to our audience.

Get Listed in the Safety E-Catalog

Benefits of an E-Catalog



- High visibility for your product – We limit participation to 5 companies so your product stands out
- Participation is easy – You provide your logo or product image plus up to 60 words promoting your product or company
- Helpful reports – Opens and clicks will help you evaluate your campaign
- \$1,000/ spot non-exclusive (monthly). up to 5 company product and business listings per catalog
- Exclusive edition (5 listings in one edition, 3 ad spaces): \$5,000
- Feedback Provided
- For multiple listings call for discount

Lead Generation

SafetyNewsAlert.com offers 2 types of Lead Generation on a performance-based cost per lead basis.

Web Promotion

With this lead gen program we take your asset (ex. white paper or case study) and PUSH it to a targeted readership through activities such as eBlasts, eNewsletters, Text Ads, Banners, Homepage Features and Daily Round-ups.

Telesales

We have also added an optional 'Human' element as well. Our call center will take the abstract of your offer, call out to prospects within your filters, offer your asset as a related topic of interest, and email the prospect a link to your asset.



2011 Advertising Rates

Web Banner Ads

Ad Unit	Dimension	Rate
LeaderBoard	728x90	\$30
In-story Rectangle	300x250	\$30
Geo-Target Impressions	either IBU	\$35

E-Newsletters- Exclusive Sponsorship Include 728X90 AND 300x250

Ad Unit	Dimension	Number Weekly Issues	Rate*
LeaderBoard	728x90	1 issue (exclusive)	\$2495 each
In-story Rectangle	300x250	3 issues (exclusive)	\$2195 each
		6 issues (exclusive)	\$1895 each

E-Blasts

Select	Rate*
Entire Database	\$200/CPM
Selects — including title, geo, industry (SIC), and company size	\$250/CPM

*discounts available for multi-week runs

Industry Spotlight — \$2,395

Showcase your newest safety products and services on our Homepage and eNewsletter.

- 2-Week Homepage Feature
- 1 eNewsletter Sponsorship
- Value-Add Banner Impressions (choose 728x90 or 300x250)

Lead Generation

Customized Program-content syndication. Call for Details. Average \$50CPL

Delivery and push methods include, but not limited to eBlast, eNewsletter, Banners, Home-page Features, and Run-of-Network reach, with a Customized Lead Form.

Webinars Tab — \$500

Get content from mass blitz.

Conference E-Cards — call for details

Materials Requirement

Web Banner Materials:

- 728x90 Leaderboard, flash, .gif or jpeg, 25k max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 25k max file size, 4 loops max
- 160x600 Skyscraper, flash, .gif or jpeg, 25k max file size, 4 loops max

E-Newsletter Materials:

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- Text Ad Spot or Ad Image: 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- approximately 35-50 words of text-depending on font size

Email 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

PLEASE NOTE: When creating materials, please do NOT use style sheets! We can not accept them as they tend to get altered, stripped out and/or picked up by email filters.

Content Syndication for EACH asset:

- 300x250 Text Ad Spot (30-50 words). The text should be a teaser leading to the asset.
- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static (for the newsletter placement)
- Text Ad Spot or Ad Image: 300x100 Rectangle, .gif or jpeg, 25k max file size, static -which is about 35-50 words of text-depending on font size

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

Exclusive E-catalog Material Requirements

- Leader board banner at the top of the E-Catalog (728x 90)
- 5 products -brief description of each (50-60 words) with product image and click through link

Non-Exclusive E-catalog:

- Company logo
- Short paragraph about your company (50-60 words)
- Click through link

Webinar Tab:

- Brief description of webinar
- Scheduled webinar date
- Click through link

Advertising Guidelines & Policies

Animation/Looping Guidelines

No ad loop maximum; total animation time for all lops combined cannot exceed 30 seconds. Ads may not contain persistent rapid or “strobing” animation.

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 ad vertisers from displaying ads or infomercials in such a way so that the reader believes the content is news, rather than advertising. Fonts and text elements may not resemble SafetyNewsAlert.com content.

E-Newsletters

For optimal email viewing, e-newsletter ads must be static jpg or gif only

E-blasts

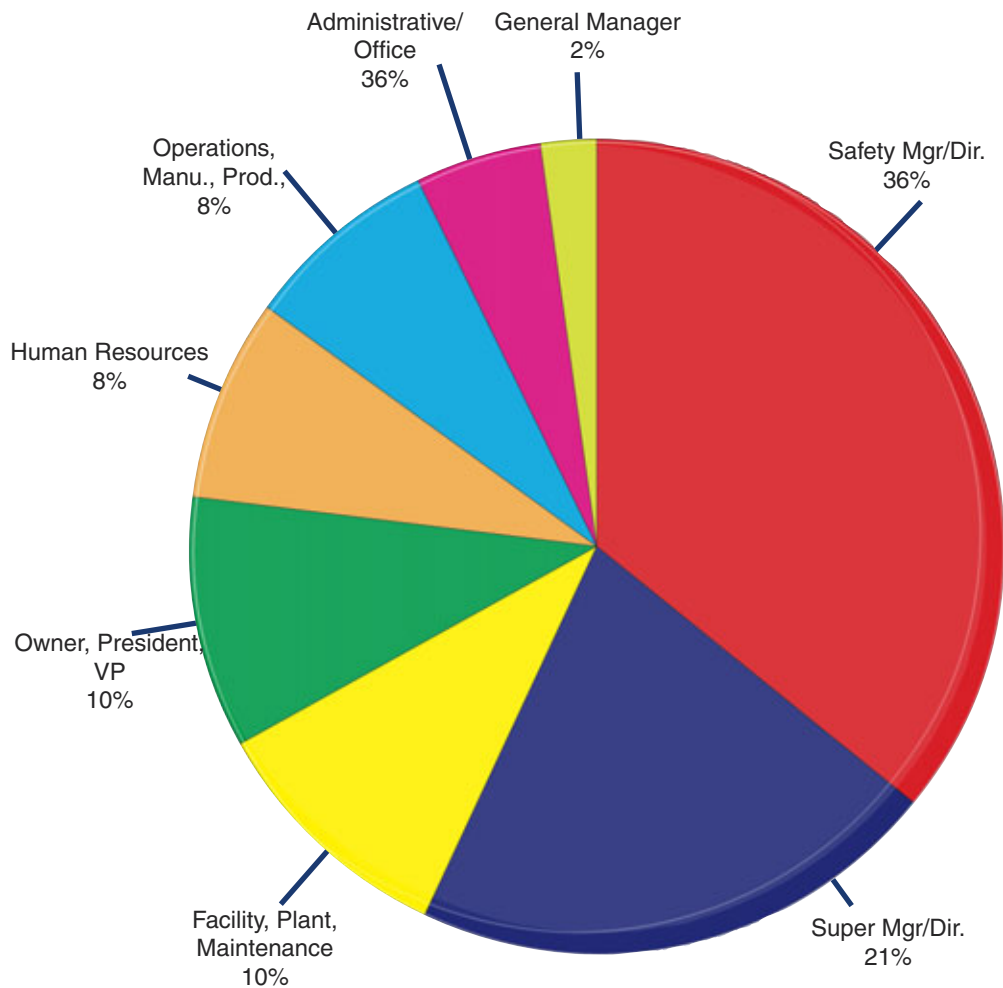
- Materials are due 1 week prior to scheduled flight date
- Recommended maximum HTML width: 600 pixels
- Images included must be static jpg or gif only; no flash
- Send suppression list as .xls or tab-delimited .txt file
- Subject line and text version also needed

Approval Process for Rich Media

Prior approval from SafetyNewsAlert.com must be given for use of rich media.

Audience Demographics

E-newsletter Subscribers	272,000
Safety	36%
CEO/Pres/GM	12%
Facility Plant Management	10%



News & Information Topics

- Injuries
- Accidents
- Investigations
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- Lighter Side of Safety
- What's Working In Safety
- Who Got Fined & Why?