



# Occupational Safety for Workplace Safety Professionals

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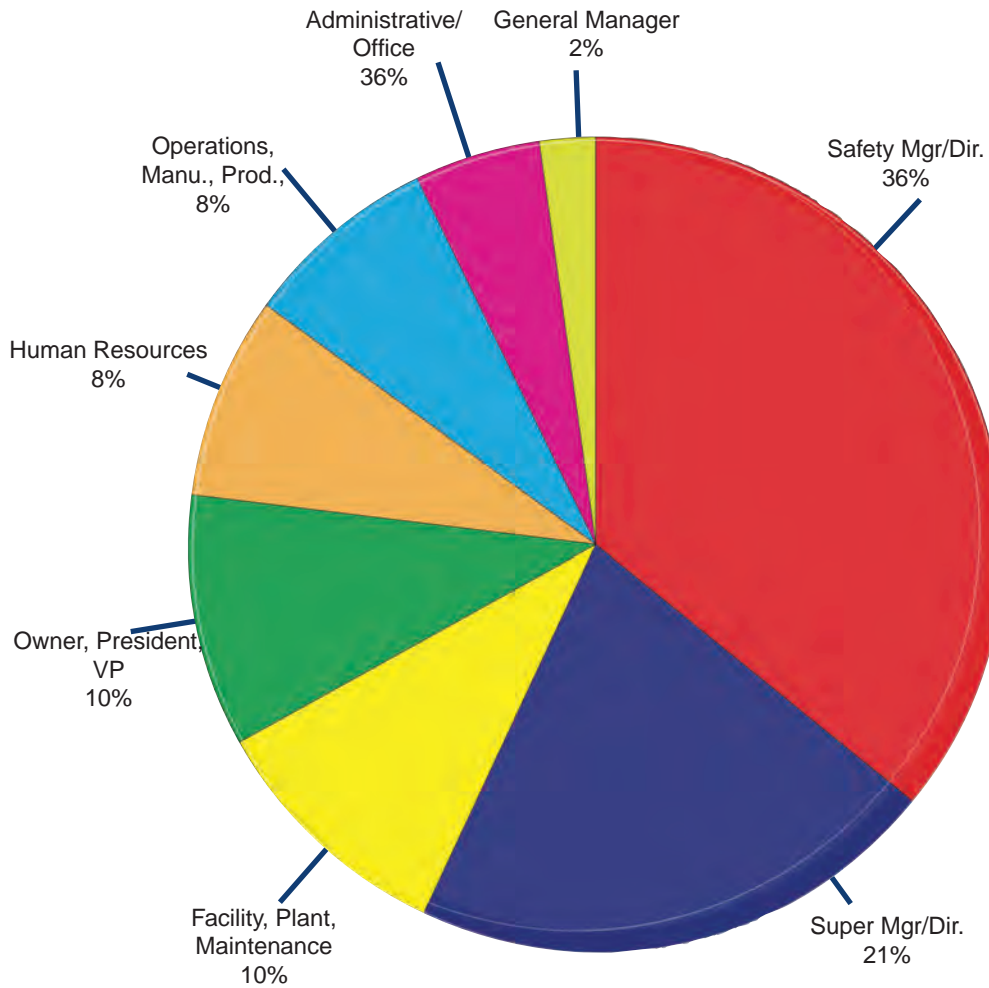
610-695-8600 ext 126



**pbp**media

### Audience Demographics

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



### News & Information Topics

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

**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**

**Self-Retracting Knives for Safety**

**Worker knocked over by shoptifter: Murder charges may follow**

**Worker killed in wood chipper lost arm in earlier incident**

**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**

**This week's sponsored content**

**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.**

**Safety NewsAlert™**

**In drug treatment, on methadone: Is he a safety threat?**

**ENERGIZE YOUR SAFETY TRAINING PROGRAM**

**Emergency Showers, eyewashes and Engineered Solutions™**

**www.hawsco.com**

**Haws**

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**Direct Email Blast**

Your content to our audience.

**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®.

## Get Listed in the Safety e-Catalog



Safety News Alert is proud to bring you an e-Catalog of all the latest Safety Products.



### New Miller SafeEscape™ ELITE Rescue/Descent Device

Extended service life - 7-year interval before an unused unit is required for recertification. A proper safety at height program includes the necessary steps for safe and quick rescue in an emergency. The new Miller SafeEscape ELITE Rescue/Descent Device (RDD) is the next-generation global solution for rescue/descent that lowers cost of ownership, meets all applicable safety standards throughout the world, enhances safety and is easy to use. [More...](#)



### New Miller Twin Turbo™ Fall Protection System

Provides a Lightweight, Easy-to-Use Solution for Continuous 100% Tie-Off when Working at Low Fall Clearance Miller Fall Protection announces the new performance-driven, patent-pending Miller Twin Turbo Fall Protection System that incorporates an innovative D-ring connector on the back of a full-body harness with two (2) Miller TurboLite™ Personal Fall Limiters (or self-retracting lifelines) for 100% tie-off. [More...](#)



### New Miller SkyGrip™ Temporary Horizontal Lifeline Systems

Designed for Steel and Concrete Fall Protection Application Modular design increases versatility by enabling stanchion posts to be interchanged with base options for steel and concrete applications. To meet the needs of construction safety, the new Miller SkyGrip Temporary Horizontal Lifeline (THLL) Systems enable workers to maintain 100% tie-off for continuous fall protection along the entire lifeline. [More...](#)



### Miller Engineered Safety at Height & Rescue Solutions

Miller Training announces new online Fall Prevention & Protection Training courses that can be easily accessed from the Miller Fall Protection website - [www.millerfallprotection.com](http://www.millerfallprotection.com). The courses introduce proper fall protection procedures for anyone working at height. [More...](#)



### Miller TurboLite Personal Fall Limiter

Miller Fall Protection announces the new performance-driven, Miller TurboLite Personal Fall Limiter (or self-retracting lifeline) - a lightweight and compact alternative to shock-absorbing lanyards. The cost-effective and competitive pricing of the new Miller TurboLite PFL makes shock-absorbing lanyards obsolete on the jobsite. With the compact and lightweight TurboLite PFL, workers will no longer need to 'switch-out' equipment to maintain a safe fall distance. [More...](#)



To view entire list of products go to the [SafetyNewsAlert.com](http://SafetyNewsAlert.com) website.

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## Rates for E-Catalog

- 1 product listing and ad: \$1,000
- 3 product listings and 3 ads (separate editions): \$2,000 total
- Exclusive edition (5 listings in one edition, 3 ad spaces): \$5,000

Contact: Kristen Hampton [khampton@pbp.com](mailto:khampton@pbp.com) 610-695-8600 ext 126  
370 Technology Dr. Malvern, PA 19355

## 2010 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
LeaderBoard	728x90
In-story Rectangle	300x250

Number Weekly Issues	Rate *
1 issue (exclusive)	\$2495 each
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 Pricing Starts at \$1,000

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.

## Materials Requirement

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### 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

### eNewsletter 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-dependending 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-dependending 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

## Advertising Guidelines & Policies

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### 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 the following rich media types.