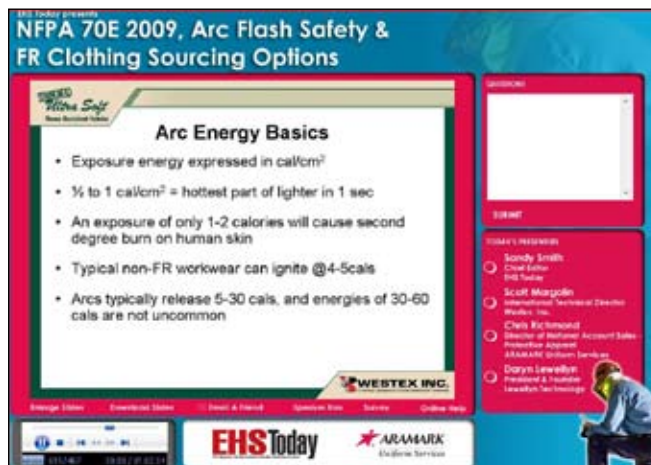


Become an Industry Expert and Build a Highly Qualified Lead Database

Webinars are a cost-effective way to build relationships with a large group of safety and health decision-makers.

Program Overview

- Live 45-minute audio-based program with an accompanying synchronized slide presentation and a 15-minute Q&A session.
- Hosted by an *EHS Today* editor. *EHS Today* can provide a keynote speaker or you provide the topic and speaker.
- *EHS Today* will manage the broadcast logistics, custom registration form, customer service and project management of the entire event.
- Pre- and post-event audience marketing plan.
- Extensive brand recognition via the audience marketing campaign, including email invites, e-newsletter placements, online banner ads and in print advertising.
- High-quality registration and attendee database.
- 12-month archive.



Editorial Webinar Topics

- February:** Training Tips
- April:** Ergonomics Solutions
- June:** Tower Safety
- August:** First Aid & Disaster Preparedness
- October:** Fall Protection
- December:** Regulatory Compliance: OSHA and EPA

Why Sponsor an Editorial Webinar

- Complete turnkey way to collect targeted sales leads.
- Align your company with focused editorial.
- Tap into a specific targeted audience.
- Brand recognition via the audience marketing campaign. Your company name and logo on all Webinar promotional efforts.
- Receive the entire registration and attendee database.

Promotional Efforts

- The 2010 editorial Webinar schedule will be promoted to the entire EHS list.
- Specific Webinar eBlasts sent to *EHS Today's* target audience.
- Webinar details distributed via *EHS Today's* newsletters
- Promotional banner ads.
- Print promotions in *EHS Today* magazines.
- Post Webinar promotions include online, magazine and e-newsletter promotions.
- We supply you with all the Webinar promotional material, allowing you to promote to your own database.

Rates

- *EHS Today* one-time Webinar sponsorship fee is \$10,000 net
- *EHS Today* pay-per-registrant Webinar sponsorship is \$3,000 net (set-up fee), plus \$35 net per registrant
- Consult Publisher for pricing on multiple Webinars

Company	Custom Webinar Topic	Registrants	Attendees
BNA	OSHA Compliance Tips	1,049	479
Ansell	Ergonomics and Productivity	870	328
Aramark	Arc Flash Safety	830	320
Capital Safety	Preventing Deadly Falls	815	302

EHS Today has gone portable! Now you can reach safety and health professionals through our informative podcasts - the new on-demand radio for the 21st Century. Our readers can listen to these podcasts in their office, on the plane, in the car, at the gym - any time that suits their convenience.

These podcasts feature *EHS Today* editors, industry experts and interviews with leading safety manufacturers and industry figures examining a wide range of safety, health and industrial hygiene topics. Each podcast offers sponsors an audio message as part of an integrated media package that provides value for the next year.

Did You Know?

- Spending on podcasting advertising over the next five years will go from an \$80 million market in 2006 to \$400 million in 2011.¹
- It's estimated that Apple has sold more than 100 million iPods and that more than 300 million copies of iTunes have been installed.² *EHS Today's* Podcasts are featured on iTunes for added exposure.

What is Podcasting?

Podcasting is a method of distributing multimedia files, such as audio programs or music videos, over the internet for playback on mobile devices (iPods) and personal computers.

Rate: \$2,100 net

Go online to ehstoday.com/podcasts to hear archived Podcasts.

¹SOURCE: Geoff Ramsey, eMarketer, Inc.

²SOURCE: Association for Downloadable Media, <http://www.downloadablemedia.org>.



Editorial Podcast Topics

January: F1N1 Flu Preparedness

March: Transportation Safety

May: Employee Motivation/Incentives

July: Sustainability

September: Safety Culture

November: Interviews with America's Safest

Editorial Podcasts

We'll do it all for you! With Editorial Podcasts the topic and editorial content is selected by *EHS Today*. *EHS Today* staff will handle the production and creation of your Podcast.

Editorial Podcasts Include:

- 10-second audio introduction — "*EHS Today* Podcasts brought to you by (Company Name), (Company URL)."
- 5-30 minute audio presentation, produced by *EHS Today*
- 30-second audio promotion to play at the conclusion of the Podcast to include value proposition.
- Logo/branding sponsorship on *EHS Today* Podcast landing page with click-thru URL.
- Podcast promoted in newsletters
- Archived on ehstoday.com for 12 months.

Custom Podcasts

It's up to you! With Custom Podcasts the topic and editorial content is selected by you, the advertiser. You also have the option for *EHS Today* staff to assist in production and creation of your Podcast or you can produce and create it yourself.

Custom Podcasts include:

- 5-15 minute audio presentation.
- Logo/branding sponsorship on *EHS Today* Podcast landing page with click-thru URL.
- Podcast promoted in newsletters
- Archived on ehstoday.com for 12 months.

● **Cost-Effective** ● **Broad & Targeted** ● **All Sponsorships Include Text & Image**

EHS Today eNewsletter

EHS Today is the only newsletter that adopts a holistic approach to the management of environment, health and safety by bringing you breaking news, analysis and features that focus on occupational safety, environmental and risk management, sustainability and workplace quality of life.

Publishing Dates: Weekly
Circulation: Approximately 70,000*

1) Position 1

One per issue. 125 words of text, 180w x 150h GIF or JPEG image and unlimited links. Max file size 10k.

Rate: \$1,200 net

2) Position 2

One per issue. 75 words of text, 180w x 150h GIF or JPEG image and two links. Max file size 10k.

Rate: \$850 net

3) Hot Products

Three per issue. 50 words of text, 180w x 150h GIF or JPEG image and one link. Max file size 10k.

Rate: \$650 net

4) Featured Links

25 words of text and one link.

Rate: \$300 net

5) Skyscraper Ad

One per issue. 160w x 600h GIF or JPEG image and 30 words of text and one link. Max file size 35k.

Rate: \$650 net

Custom eNewsletter

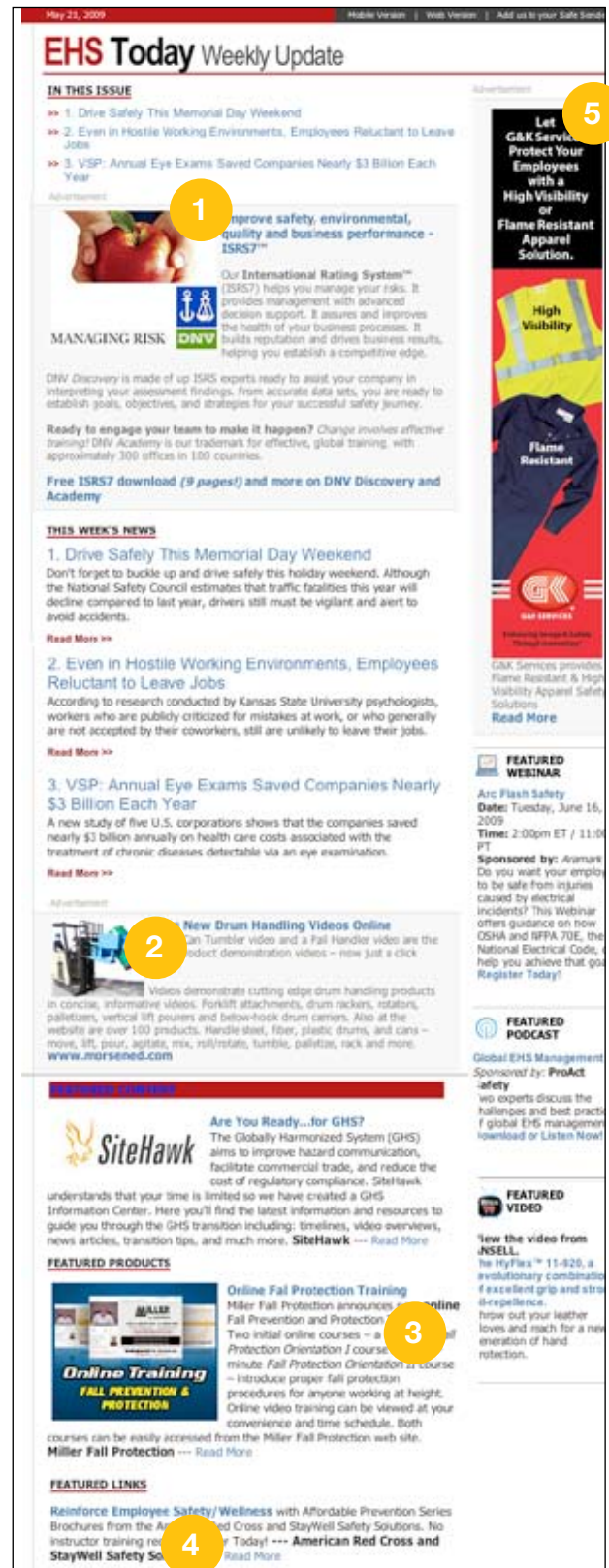
Targeted eBlast-You Choose Your Audience!

Have a specific audience you are trying to reach? Utilize *EHS Today's* email database by selecting your audience criteria. Choose your audience based on desired job titles, industry, employee size and by state. This is an exclusive eBlast where you supply *EHS Today* with the HTML content. Once the eBlast is deployed you will receive a open and click-thru report, allowing you to gauge your ROI.

Specs: The HTML width should be under 620 pixels. Each product image should include product text as well. Keep in mind that some email programs strip out images and people are reading more emails on PDA/cell phones, so when designing your eBlast make sure your marketing message can be conveyed without the images. Materials are due one week before the eBlast deploy date.

Rate: \$375 net per thousand email addresses

Newsletter Materials and Deadlines: Materials must be submitted at least five business days prior to the scheduled run date. Please email your creative, in accordance with the specifications for the purchased position, to Liz Bollini at liz.bollini@penton.com. Phone: 216.931.9222.



*Source: Publisher's Own Data

Safety Solutions eNewsletter

Safety Solutions offers how-to information and resources that busy occupational safety and health practitioners can apply to their own worksites. The monthly newsletter offers a full-length article based on best practices and practical solutions to workplace occupational safety and health challenges, along with links to valuable information found on ehstoday.com and from our sponsors.

Circulation: Approximately 33,000

Ergonomics eNewsletter

Ergonomics News is designed to help ergonomists and safety managers find the right solutions to a host of ergonomic-related challenges — from manual material handling to office ergonomics. Every month, the newsletter features a column written by a veteran ergonomist, along with links to ergonomics news stories on ehstoday.com.

Circulation: Approximately 17,000

IH Insights eNewsletter

The EHS Today electronic newsletter for the industrial hygiene community. Content in IH Insights ranges from chemical safety to the role of the industrial hygienist in today's enterprises. It features an original column in each issue, written by an experienced industrial hygienist, along with links to additional articles on industrial hygiene-related topics on ehstoday.com.

Circulation: Approximately 21,000

Responder Safety eNewsletter

This monthly newsletter brings our audience of 21,000 public and private emergency response managers up-to-date on important news and information affecting their employees' safety and performance. The enews contains information that supports critical missions of fire, emergency services, hazmat, EMS/rescue, police and homeland security.

Circulation: Approximately 21,000

Position 1

One per issue. 125 words of text, 180w x 150h GIF or JPEG image and unlimited links. Max file size 10k. Rate: \$1,200 net

Position 2

One per issue. 75 words of text, 180w x 150h GIF or JPEG image and two links. Max file size 10k. Rate: \$850 net

Construction Safety eNewsletter

Construction can be a safe occupation when employers and workers are aware of the hazards and how to mitigate them. This monthly enewsletter provides guidance from construction safety experts, examines trends and regulatory action in the construction industry, helps workers identify and control the hazards that commonly cause the most serious construction injuries, and offers information about products and services related to construction safety.

Circulation: Approximately 10,000

Position 1

One per issue. 125 words of text, 180w x 150h GIF or JPEG image and unlimited links. Max file size 10k. Rate: \$625 net

Position 2

One per issue. 75 words of text, 180w x 150h GIF or JPEG image and two links. Max file size 10k. Rate: \$525 net

Hot Products

Three per issue. 50 words of text, 180w x 150h GIF or JPEG image and one link. Max file size 10k. Rate: \$650 net

Featured Links

25 words of text and one link. Rate: \$300 net

Hot Products

Three per issue. 50 words of text, 180w x 150h GIF or JPEG image and one link. Max file size 10k. Rate: \$450 net

Featured Links

25 words of text and one link. Rate: \$200 net



Skyscraper Ad

One per issue. 160w x 600h GIF or JPEG image and 30 words of text and one link. Max file size 35k. Rate: \$650 net



Skyscraper Ad

One per issue. 160w x 600h GIF or JPEG image and 30 words of text and one link. Max file size 35k. Rate: \$425 net

Website Advertising

- Large Ad Sizes
- All Ads Above the Fold
- Branding Opportunities

Banner Positions

1) Leaderboard

Specs: 728w x 90h pixels. GIF, Animated GIF, JPEG, or Flash accepted. Max file Size 35k.

Rate: \$70 net CPM

2) Rectangle Ad

Specs: 300w x 250h pixels. GIF, Animated GIF, JPEG, or Flash accepted. Max file size 35k.

Rate: \$70 net CPM

3) Button Ad

Specs: 180w x 150h pixels. GIF, Animated GIF, JPEG, or Flash accepted. Max file Size 35k.

Rate: \$50 net CPM

4) Product of the Month

Put the spotlight on your company's products and services by highlighting your products on ehstoday.com for one month. Includes a 50 word product description, 125w x 125h product photo and link to your product or homepage.

Rate: \$525 net/month

In Banner Registration

EHS Today now has the capabilities to incorporate lead generation within banner ads. Registration must be tied into an incentive such as whitepaper/case history, research, relevant article, or video...etc.

Rate: Additional \$15 net per lead



What is CPM (cost per thousand)?

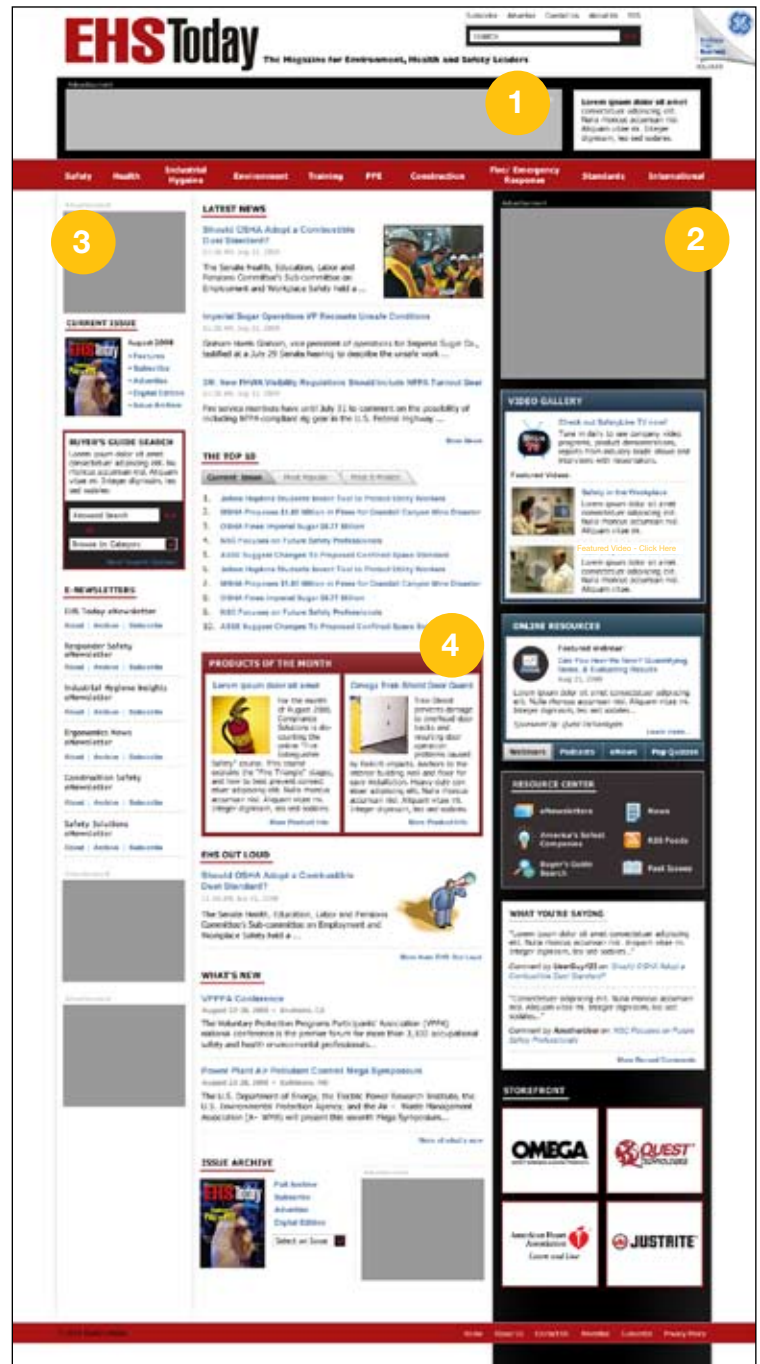
The amount an advertiser will pay for each 1,000 times the ad is shown to an online reader.

Why CPM is good for advertisers?

- Guarantees an advertiser a certain number of impressions per month.
- Advertisers are only paying for their exposure time.
- You can specify a campaign start and end date.
- Works for all budget sizes.

Example:

EHS Today has a CPM rate of \$70 net and guarantees an advertiser 45,000 impressions, the rate would be \$3,150 (\$70 CPM x 45)



Materials and Deadlines: Materials must be submitted at least five business days prior to the scheduled run date. Please email your creative, in accordance with the specifications for the purchased position, to Liz Bollini at liz.bollini@penton.com. Phone: 216.931.9222

High-Impact Advertising

Roadblock

This is the online version of an enhanced full-page print ad. Roadblocks are placed before the entry of the home page. They offer a unique platform to capture audience attention.

Specs: 640w x480h pixels, GIF, JPEG, Animated GIF, Flash or HTML ad accepted. Max file size 35k. Advertisers cannot buy consecutive weeks.

Rate: \$5,000 net/2 weeks

Rich Media

Rich media is the use of interactivity or multimedia to give an enhanced experience to a web user. Rich Media allows you improved ad effectiveness, increased branding and higher click throughs. Pointroll, EyeBlaster or Atlas Rich Media must produce creative. Rates below do not include the creation of the ad.

Expanding Rich Media

Always makes a huge impression. When a user rolls the mouse over the ad the banner instantly expands, exposing additional panels. The user is not redirected, but rather exposed to a page-based mini-site. When the user moves the mouse off the ad or the panel, the panels instantly disappear, permitting the user to continue viewing the original website.

Specs: HTML, Flash, dynamic content, video, RFQ, survey, and audio are accepted.

Rate: Additional \$20 net CPM

Peel Back/Fold Over

A small fold on the upper right-hand corner of ehstoday.com promises value in a unique prominent position. Peelback ads appear on every page of ehstoday.com

Rate: \$3,000 net for two weeks

(does not include the cost of creating the ad)



Exclusively position your brand alongside specific, relevant editorial content in a community-based page on EHSToday.com

At ehstoday.com, now it's easier than ever to find information on the hottest topics in the environmental, health and safety industry. *EHS Today's* Category Sponsorship pages quickly connect our readers with critical and timely news, trends, products and commentary on key industry topics.

Category Sponsorship Benefits

- Exclusive - no competing leaderboard, rectangle or button ads
- High visibility
- First come, first served!
- Highly targeted customers
- Aligned with niche content-your ads follow the related articles
- Supply your own content, such as articles and products

Category Sponsorship Topics

Associate your brand with one or more key industry topics:

- Safety
 - a. Eye, Face & Head
 - b. Fall Protection
 - c. Foot Protection
 - d. Hand Protection
 - e. Hearing Protection
 - f. Protective Clothing
 - g. Respirators
- Construction
- Fire/Emergency Response
- Standards
- International

Category Sponsorship Includes:

1) Leaderboard Ad

Specs: 728w x 90h pixels. GIF, Animated GIF, JPEG, or Flash accepted. Max file Size 35k.

2) Rectangle Ad

Specs: 300w x 250h pixels. GIF, Animated GIF, JPEG, or Flash accepted. Max file size 35k.

3) Button Ad

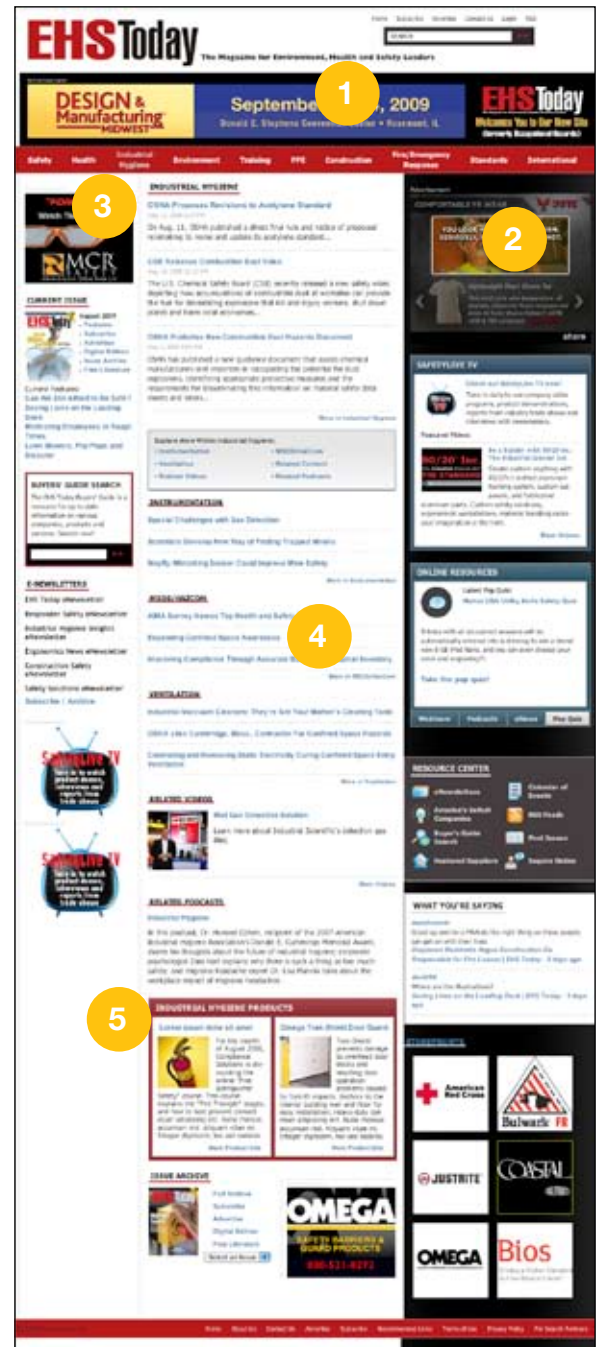
Specs: 180w x 150h pixels. GIF, Animated GIF, JPEG, or Flash accepted. Max file Size 35k.

4) Three Articles/ Case Studies

Specs: Article Title, 30-word abstract. Article Format: PDF or link to website

5) Two Products

Specs: Photo:100w x 100h pixels, Up to 50 words of text for description and link to your product or homepage. Max file Size 10k.



Rate:

\$1,000 net/per month
(Minimum three month purchase)

Materials and Deadlines: Materials must be submitted at least five business days prior to the scheduled run date. Please email your creative, in accordance with the specifications for the purchased position, to Liz Bollini at liz.bollini@penton.com. Phone: 216.931.9222.

FasTrac

Every month, EHS Today 50,000* email subscribers receive instant product and service information emailed directly to their inbox with FasTrac. This direct, high-quality lead-generation tool is the perfect sponsorship opportunity for companies who sell to the safety, health and environmental market and don't have a lot of time or manpower to distribute product/press releases.

What do you receive?

Leads. Leads. And More Leads!

You'll receive leads from EVERYONE who clicks on your company link.

Your direct leads, with complete contact information, are automatically sent to you every month.

SIX available spots to sponsor every month

Rates:

- 1x: \$1,400 net, per month
- 3x: \$1,300 net, per month
- 6x: \$1,200 net, per month
- 12x: \$1,000 net, per month

Get on the FasTrac to more sales and reserve your spot(s) now. FasTrac is sold on a first come, first served basis; act today.

Specs

Image: Must be sized to 200w x 200h pixels at 72 dpi resolution in JPEG file format.

Headline: Limit headline to 25 characters or less.

Description: 50-word description.


Product Link: Either deep web site link to that product or your home page URL.

Materials


Please email your creative to Liz Bollini, liz.bollini@penton.com. Phone 216.931.9222

Questions?

Contact your local sales representative.



The Magazine for Environment, Health and Safety Leaders









As a premier subscriber to EHS Today you are eligible to receive instant product information electronically with no lengthy forms to fill out. Instantly request industrial product and service information from our **September 2009** issue.

Simply click on the ["View All Products"](#) link below to provide you with access to manufacturer's products and company Websites. In addition, scroll down to view the top 6 products of the month.

Easily browse the latest products and services critical to your business success.

Featured Products and Services

 <p>Driver Safety Training From Coastal</p> <p>Street Smarts - the newest addition to Coastal's award-winning driver safety training series - offers bps for safe driving while reviewing rules of the road. The engaging scenario of learning the "rules of the road" with a new driver will have them saying "That's right! I forgot all about that."</p> <p>Read More</p>	 <p>Cost-Effective First Aid Solution</p> <p>The American Red Cross Emergency Response Center combines a SmartCompliance™ First Aid Cabinet with "grab-and-go" response packs designed to help employees quickly respond to a life-threatening emergency. Plus, you'll have complete control over your reordering process, instead of relying on an outside vendor to manage the restocking of your cabinet.</p> <p>Read More</p>	 <p>SM-2000U</p> <p>The SM-2000U is a stand-alone calibration station for the GX-2003, and GX-2009 portable gas monitors that can calibrate, bump test, charge, and archive data without the need of a computer. Each module includes a USB drive for easy data downloads. Data is imported from the USB drive into software that manages records by serial #, user ID, or station ID.</p> <p>Read More</p>
 <p>FR Lightweight Chambray Shirt</p> <p>Carhart's FR chambray shirt is 5.5oz. and has an ATPV of 5.2. This light-weight, but resilient shirt is great for any season. Premium features include double-stitched shoulders and a relaxed fit for added mobility. All Carhart FR is NIOSH-70E compliant and is guaranteed to be flame-resistant for the life of the garment.</p> <p>Read More</p>	 <p>RCRA Hazardous Waste Certification Training Online!</p> <p>New rules on the definition of solid waste are out! Learn these and all the latest RCRA rules through Lion Technology's expert compliance training. Lion offers hazardous waste management certification workshops, on-site training programs, live web seminars, and 24/7 online training.</p> <p>Read More</p>	 <p>MicroMAX® NS</p> <p>Economical microporous protection from dirt, grease, grime and light chemical splash!</p> <p>MicroMAX® NS is the newest member of the protective clothing family from Lakeland Industries. This line of general purpose protective clothing can be used in any non-hazardous environment where dirt, grime, splashes and spills are present. Very economical and lightweight, MicroMAX® NS features high MVTR's and is breathable for worker comfort. MicroMAX® NS is strong, wet or dry. Call Lakeland Customer Service today for more information at 1-800-645-9291.</p> <p>Read More</p>

*SOURCE: Publisher's Own Data