

High-Impact Front Cover Program Take advantage of this unique advertising opportunity

Grab your customers' attention by placing your ad on the front cover of *EHS Today* and be featured in *EHS Today's* FasTrac eNewsletter.



EHS Today's FasTrac eNewsletter

Every month, 55,000* *EHS Today* email subscribers receive instant product and service information emailed directly to their inbox with the FasTrac eNewsletter.

Within that email, we showcase 1 featured product. You'll receive leads from EVERYONE who clicks on your link and requests more information. Your direct leads, with complete contact information, are automatically sent to you every month.

Specs

Image: Must be sized to 200w x 200h pixels

Headline: Limit headline to 25 characters or less

Description: 50-word description and product link

*SOURCE: Publisher's Own Data

Front Cover Advertisement

EHS Today offers you an exclusive front cover advertising position in every other issue. In addition, you receive an exclusive featured product on our eResponse eNewsletter for these months.

Your ad will be located on the bottom right corner.

Rate

\$3,900 net/per issue

Combo Rate

Purchase a full-page ad and the front cover program - \$6,900 net/per issue

Specs

3-1/2" w x 1-1/4" h

EHS Today .Formerly Occupational Hazards
The Magazine for Environment, Health and Safety Leaders

As a valued subscriber to EHS TODAY magazine, we would like to welcome you to the EHS TODAY Product Information Service. You can instantly request product and service information from our December 2008 issue.

Simply click on the link below that will provide you access to supplier company Websites, products, and services information.

[EHS TODAY ONLINE PRODUCT INFORMATION SERVICE](#)

MONTHLY FEATURED PRODUCT

FogShield XPB Extreme Protection Disposable Safety Lens Cleaning Station

The FogShield XPB Extreme Protection Disposable Safety Lens Cleaning Station was created for extreme temperature conditions. Combines a flexible cleaning and extreme anti-fog protection for both glass and plastic lenses. The compact size and light weight could make it perfect for high traffic areas and low maintenance programs. The ultra-heavy-duty composite construction withstands the harshest industrial conditions. Front access allows for easy hanging in tight corners and dispensing from counter tops with minimal space required.

[CONTACT BAUNCH & LOWE](#)

For customer service, email us at CService@ehs.today.com

Using the EHS TODAY's Product Information Service, you agree that EHS TODAY may send inquiry information to only those companies you visit or request more information on. If you do not wish to receive future EHS TODAY promotional emails you may opt-out and we will not share your contact information with marketers.

You received this email because you have an existing business relationship with EHS Today (Formerly Occupational Hazards) a division of Perseus Media. Periodically, we will inform you of special Perseus-related shows, products and other offers that we believe you will find helpful in your business or career. To STOP receiving promotional e-mails from EHS Today, please [click here](#)

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EHS Today's Customized Targeted Lead Program

EHS Today Guarantees 30 Exclusive High-Quality Leads Every Month!

Exclusive Lead Generation for the Safety, Health, and Environmental Markets.

EHS Today now offers a subscription-based lead generation program to help you build your business — and your CRM database.

EHS Today offers you a Targeted Lead Program to generate leads by conducting telephone interviews with EHS Today subscribers/buyers, within your target market. Our job is to prospect and qualify buying opportunities in customized product categories **specific** to the products/services offered by your company.

EHS Today's Targeted Lead Program (based on a 6 or 12 month subscription) guarantees the generation of **30** fresh, qualified leads, from EHS Today's subscriber base every month.

Your cost is a low monthly fee of \$2,995 net per product category with a 6-month program or \$2,495 net per category with a 12-month program. Program only available to active EHS Today magazine advertisers.

Contact your local sales representative for a custom quote.

EHS Today's Targeted Lead Generation model allows us to:

- Uncover the decision makers.
- Qualify the buying need for your product or service.
- Define a buying timeline for that purchase.
- Deliver those leads via email, directly to you once a month.

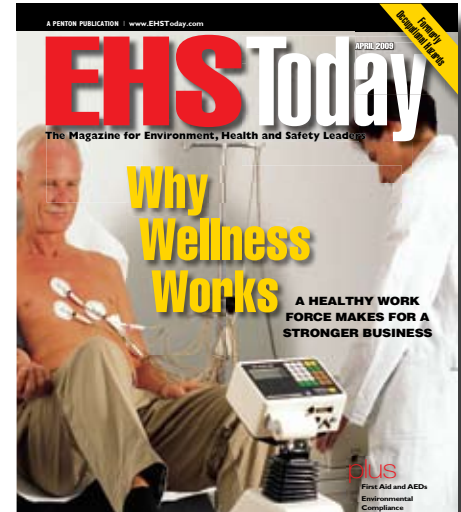
Leads for You

Unlike other lead programs that distribute the same leads to a large number of competing companies, our program offers "category exclusivity" so you don't have to share these leads with competitors. Thirty leads will be generated specifically for your company.

EHS Today — the preferred magazine for the safety, health and environmental market!

Our mission over the past 70 years has been to connect high-quality buyers and sellers together. Our extraordinary program will provide you with ready to buy prospects. These program features, in combination with product category exclusivity, make for an unbeatable offer.

To start receiving leads, contact your local sales representative for more details.



Program: Job 1 Sub-Program - January 2009

Sample script

Hi, my name is _____ and I'm calling on behalf of Network World magazine and wanted to take a moment to ask your buying intentions for 2009 or over the next 12 months?

What is your principal business activity at your location?

Answer: _____

What is your specific job function within the organization?

Answer: _____

Will you be purchasing or re-purchasing to purchase in any of the following areas over the next 12 to 18 months?

YQP: Security, Storage, Wireless Tech, Network, Network Appliances, Servers

LANS: _____

MANOS: _____

After asking areas of purchase please go to the corresponding area below and rate purchasing rate in each area below?

Has traditional purchasing in the area of YQP...What rate will you give in that purchase? (must give a rate)

Purchase Re-purchase to Purchase Approve the Purchase

Will you purchase of YQP what do you foresee as the purchase timeline?

1st Qtr 2009 2nd Qtr 2009 3rd Qtr 2009 4th Qtr 2009 Not sure yet 2009 Not being heard heart fully defined yet

Has traditional purchasing in the area of LANS...What rate will you give in that purchase? (must give a rate)

Purchase Re-purchase to Purchase Approve the Purchase

Has traditional purchasing in the area of MANOS...What rate will you give in that purchase? (must give a rate)

Purchase Re-purchase to Purchase Approve the Purchase

EHS Today Targeted Lead Program - April 2009
Category: Industrial Heating Equipment
Lead Count: 30
SAMPLE:

EHS Today		sample of 30 leads	
<p>Cryol Spring 44 Larry Carlson Production/Plant Operations Management 2100 170th Ave E Aurora, MN 55808 360-955-9550</p> <p>Purchasing Authority: Recommended Suppliers, Specialty Suppliers, Select Suppliers, Purchase Primary Industry: Food and Related Products # of Employees: 1,000 to 4,999</p>	<p>Stellar Home Video Mr. Mike MacCormack Production/Plant Operations Management 4800 Market Blvd Bellevue, CA 95008 916-860-8800</p> <p>Purchasing Authority: Recommended Suppliers, Specialty Suppliers, Select Suppliers, Determine the Need, Approve, Purchase Primary Industry: Office and Other Trade Products # of Employees: 5,000 to 9,999</p>	<p>3rdTech Mr. Douglas Haskins Manufactures/Engineer PO Box 3400 Fountain, VA 22033 561-991-9900</p> <p>Purchasing Authority: Recommended Suppliers, Specialty Suppliers, Select Suppliers, Purchase Primary Industry: Communications # of Employees: 1,000 to 5,000</p>	<p>Suez Strait Co Mr. Bruce Holgren Manufactures/Engineer PO Box 1872 Salem, VA 24158 540-880-8800</p> <p>Purchasing Authority: Recommended Suppliers, Specialty Suppliers, Select Suppliers, Purchase Primary Industry: Other # of Employees: 50 to 99</p>
<p>Venture Tools Mr. Dave Morgan Plant/Manufactures Engineer PO Box 511 Darien, IL 60531 800-995-9900</p> <p>Purchasing Authority: Recommended Suppliers, Determine the Need, Approve, Purchase Primary Industry: Food and Related Products # of Employees: 20 to 49</p>	<p>American Uniform Co Mr. Gregg LaRocca Production/Plant Operations Management PO Box 7208 Cleveland, TN 37318 615-520-5500</p> <p>Purchasing Authority: Recommended Suppliers, Primary Industry: Apparel and Other Trade Products # of Employees: 10 to 249</p>	<p>Tree Tap Inc. Mr. Debbie Stone Manufactures/Engineer 2100 Lee Rd Piquette, MI 49668 569-999-9900</p> <p>Purchasing Authority: Select Suppliers Primary Industry: Essential Machinery and Equipment # of Employees: 20 to 49</p>	<p>MSP Impolvents Inc Mr. Marlene Northey Production/Plant Operator PO Box 102 Allenton, MO 64605 800-995-9900</p> <p>Purchasing Authority: Determine the Need, Approve, Purchase Primary Industry: Food and # of Employees: 50 to 99</p>
<p>Angel Products Mr. Tom Holman Production/Plant Operations Management 12802 Peace Dr Houston, CA 90503 800-955-9550</p> <p>Purchasing Authority: Recommended Suppliers, Specialty Suppliers, Select Suppliers, Determine the Need, Approve, Purchase Primary Industry: Safety and Protective # of Employees: 10 to 19</p>	<p>Carl Advantage Warehousing Mr. Gregory Davidson Production/Plant Operations Management 2710 Highway 80 Sugar, MI 48069 800-995-9900</p> <p>Purchasing Authority: Recommended Suppliers, Specialty Suppliers, Select Suppliers, Determine the Need, Approve, Purchase Primary Industry: Hardware Tools - Durable Goods # of Employees: 10 to 99</p>	<p>Zircon Mr. Thomas Warkley Manufactures/Engineer 1212 W Center St Jensen, AZ 85505 900-999-9900</p> <p>Purchasing Authority: Recommended Suppliers, Specialty Suppliers, Select Suppliers, Determine the Need, Approve, Purchase Primary Industry: Chemicals and Misc Products # of Employees: 10 to 249</p>	<p>Western Ref Co Mr. Shannon Westbrook Manufactures/Engineer 428 E 200 St Salt Lake City, UT 84002 800-999-9900</p> <p>Purchasing Authority: Recommended Suppliers, Specialty Suppliers, Select Suppliers, Determine the Need, Approve, Purchase Primary Industry: Food and # of Employees: 10 to 99</p>