

Reach **237,000** HR and Safety professionals directly through our E-newsletters!

Workplace E-newsletters

The **Workplace HR and Safety E-newsletters** reach HR, corporate executive and safety industry professionals up to six times per month.

- Increase web traffic, social media following, clicks, leads
- Receive tracking results

Workplace HR & Safety Ezine Editorial Calendar

HR E-mail Report

- Breaking News
- Surveys/Trends
- Practical Tips for Workplace Management
- Surprising Stats
- Company Profiles
- Bizarre HR (Peculiar, but true workplace stories)
- People and Places – Promotions and Honors in the HR Profession

Topics Covered:

- Talent Management
- Recruitment
- Onboarding
- HR Technology
- Employee Benefits
- Regulations, including FMLA and ADA
- Training
- Leadership Development
- Outsourcing
- Employment Screening
- Recognition

Safety E-mail Report

- Breaking News
- Surveys/Trends
- Practical Tips for Safety Management
- Company Profiles
- Safety Messes (Photos of poor safety practices)
- New Product Announcements
- Reg Busters: OSHA Violators and How They Got There
- People and Places – Promotions and Honors in the Safety Profession

Topics Covered:

- Instrumentation
- Training
- OSHA, EPA Regulations
- Fall Protection
- Hand Protection
- Electrical Safety
- Eye Protection
- Hearing Protection
- Respiratory Protection
- Head Protection
- Foot Protection
- Protective Clothing
- Slips, Trips and Falls
- Safety Incentives
- Confined Spaces
- Emergency Equipment
- Heat Stress
- Emergency Preparedness
- Safety Signage
- Safety Technology

Workplace HR & Safety Trade Shows

Safety Trade Shows

- **American Occupational Health Conference (AOHC)**, April 29 to May 2, Los Angeles **March 13**
- **American Association of Occupational Health Nurses (AAOHN) Symposium & Expo**, April 22-25, Nashville ... **April 3**
- **American Industrial Hygiene Conference & Expo (AIHce)**, June 16-21, Indianapolis **May 15**
- **American Society of Safety Engineers (ASSE)**, June 3-6, Denver **June 5**
- **Society for Human Resource Management (SHRM)**, June 24-27, Atlanta **June 14**
- **Voluntary Protection Participants Program Association (VPPPA)**, Aug. 20-22, Anaheim **August 2**
- **Motivation Show**, Oct. 24-25, Chicago **September 6**
- **National Safety Congress (NSC)**, Oct. 22-24, Orlando **October 11**

Show Preview Issue

HR Trade Shows

- **Human Capital Institute**, March 5-7, Scottsdale **February 15**
- **American Society of Training and Development (ASTD)**, May 6-9, Denver **April 12**
- **World at Work**, May 21-23, Orlando **April 12**
- **Society for Human Resource Management (SHRM)**, June 24-27, Atlanta **June 5**
- **HR Technology**, October 3-5, Las Vegas **September 13**
- **Motivation Show**, October 24-25, Chicago **October 11**

For more information, contact Emily Howard at 850-936-0200 or ehoward@briefingsmediagroup.com.

Workplace HR E-newsletter

Distribution: 190,000

Primary Sponsorship Rates:

12 Months (12x):	\$10,800	(\$900 per issue)
6 Months (6x):	\$7,200	(\$1,200 per issue)
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1 Month (1x):	\$2,100	(\$2,100 per issue)

Secondary Sponsorship Rates:

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3 Months (3x):	\$3,600	(\$1,200 per issue)
1 Month (1x):	\$1,400	(\$1,400 per issue)

Workplace Safety E-Newsletter

Distribution: 47,000

Primary Sponsorship Rates:

12 Months (12x):	\$10,200	(\$850 per issue)
6 Months (6x):	\$5,700	(\$950 per issue)
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1 Month (1x):	\$1,050	(\$1,150 per issue)

Secondary Sponsorship Rates:

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6 Months (6x):	\$4,380	(\$730 per issue)
3 Months (3x):	\$2,790	(\$830 per issue)
1 Month (1x):	\$930	(\$930 per issue)

In 2012 **Workplace Safety E-Newsletter** is offering you the opportunity to send your white paper or case study to 33,000 safety decision makers in our monthly Workplace Safety Case Study Edition. Drive traffic to your website by sharing your expertise with our readers. Only 4 positions in each case study issue available.

Case Study Rates: Specs: 150 word "intro", link and 240 x 90 ad

Primary \$1,300 Secondary \$800

Safety Messes engages our 40,000 safety readership with some of the wildest examples of poor safety practices along with examples of OSHA violations and how some companies have found themselves in trouble. This one-of-a-kind safety ezine offers readers a way to evaluate their safety knowledge and practices in a fun and engaging way. Readers can even comment with their own stories or thoughts.

Bizarre HR features unusual, but true, stories about the workplace that readers will talk about and refer back to well after they read them. This special issue of the HR Ezine also includes surprising facts and statistics from the HR world.

Exclusive Sponsorship: 12 month\$1,200 per month 1 month\$1,500

Workplace HR & Safety Magazine Online: www.workplacemagazine.com

For as little as \$375 per month, your company can place a button ad on every page of the **Workplace HR & Safety** Web site! Human resources and safety professionals log on to receive instant access to our content-rich site.

Button Ad Rates:

12 months .. \$375/mo	3 months ... \$600/mo
6 months ... \$500/mo	1 month \$700/mo

Button Ad Specs:

- 120 (w) x 90 (h) pixels
- File size = no more than 40kb
- 72 dpi
- We do accept animated gifs – same file size as left

Banner Ad Rates:

12 months .. \$500/mo	3 months ... \$700/mo
6 months ... \$600/mo	1 month \$800/mo

Banner Ad Specs:

- 468 (w) x 60 (h) pixels
- File size = no more than 40kb
- 72 dpi
- We do accept animated gifs – same file size as left

* If you have a button that does not fit these requirements, feel free to contact us. We can work with you to find a solution