

# AIHA Buyer's Guide



**The premier resource  
for occupational  
and environmental  
health and safety  
professionals.**



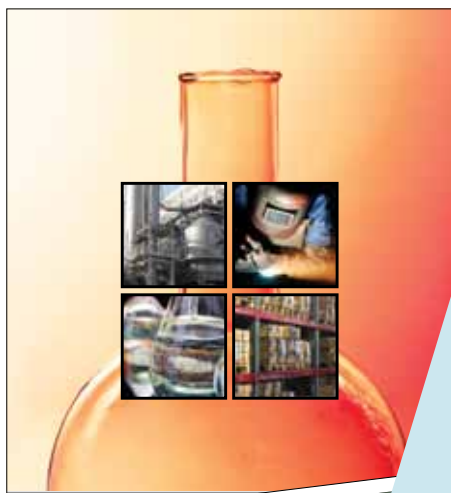
**2012 Edition**

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# AIHA Buyer's Guide

AIHA is one of the world's largest professional associations representing the interests and needs of occupational and environmental health and safety professionals. It's members represent the health and safety needs of over 30 million workers. The annual buyer's guide is the most comprehensive in the market with over 50 product and service categories.



## Alen

**Alen Corp.**  
5114 Balcones Woods Drive  
Austin, TX 78759  
(727) 230-0684  
[www.alencorp.com](http://www.alencorp.com)  
*Alen designs and manufactures indoor air quality products such as HEPA air purifiers, dehumidifiers and air conditioners. We also offer specialty cleaning products to permanently remove smoke odors from the source.*

### ONLINE



**A.P. Buck Inc.**  
7101 Presidents Drive, Ste. 110  
Orlando, FL 32809  
(407) 851-8602  
[www.apbuck.com](http://www.apbuck.com)  
A. P. Buck has been the innovative leader in providing the industrial hygiene, environmental, safety and health professional with the most technologically advanced, safety and easy-to-use instruments and supplies for the past 25 years. Our president, Al Buck, was named a Fellow of AIHA for his contribution to the advancement of the profession of industrial hygiene.

### IN PRINT



### WHAT'S INCLUDED

- Display ad in print
- Featured listing in print
- Featured listing online
- 4-color Product Feature (with color ad purchase)
- Bolded Category Listings (print and online)
- Online Lead Generator (with display ad)
- Web Banner for Buyer's Guide



Contact: **Ben Ledyard** at [bledyard@networkmediapartners.com](mailto:bledyard@networkmediapartners.com)  
Phone: 410-584-1954 Fax: 410-584-8574



# Display advertising and listings



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## DISPLAY ADVERTISING

### BLACK AND WHITE

FULL PAGE	\$1,945
1/2 PAGE ISLAND	\$1,550
1/2 PAGE HORIZONTAL	\$1,460
1/4 PAGE	\$875
SPREAD	\$3,295
SPOT COLOR (CMYK)	ADD \$500

### FOUR COLOR

FULL PAGE	\$2,945
1/2 PAGE ISLAND	\$2,550
1/2 PAGE HORIZONTAL	\$2,460
1/4 PAGE	\$1,875
SPREAD	\$5,295

### PREMIUMS

OPPOSITE TABLE OF CONTENTS	\$3,400
COVER 2	\$3,995
COVER 3	\$3,775
COVER 4	\$4,240
CENTER SPREAD	\$5,500
GUARANTEED POSITION	ADD 10%

\*All Rates are net and non-commissionable

## FEATURED LISTING

### \$500 (FREE WITH DISPLAY AD)

Includes company name in color, address, phone, website, bolded listing, 4-color logo, 50-word description, web banner and link from Buyer's Guide online.

After your ad space or listing is secured, you will receive an e-mail with the link where you will complete your listing electronically.

Please submit logo files as 4-color vector-based eps files. All fonts in logo must be outlined.

## DEADLINES

DISPLAY SPACE AND LISTING	AUGUST 12
ART MATERIALS	AUGUST 19
MAILING DATE	OCTOBER 24



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Phone: 410-584-1954 Fax: 410-584-8574



# Specs

## SIZES

	width		height
Full Page (bleed)*	8-3/4"	x	11-1/4"
Full Page (no bleed)	7"	x	10"
*NOTE: Trim size of publication is 8 1/2" x 11". For bleed, extend artwork 1/8" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges.			
2/3 Vertical	4-5/8"	x	10"
1/2 Island	4-7/8"	x	7-1/2"
1/2 Horizontal	7-1/2"	x	4-7/8"
1/3 Square	4-5/8"	x	4-7/8"
1/3 Vertical	2-1/4"	x	10"
1/4 Vertical	3-3/8"	x	4-7/8"
1/6 Vertical	2-1/4"	x	4-7/8"

Web Banner Specs: 250 x 250 pixel, JPG or GIF

## ELECTRONIC FILE REQUIREMENTS:

- **A printed proof must accompany all submitted artwork.**
- **Do NOT include printer's marks** (crop marks, registration marks, etc) in the file submission. If you are concerned that we will not know where your ad should be cropped, include crop marks on the printed proof and we will ensure that your ad is placed properly.
- Do NOT include a bleed with fractional ads (anything smaller than a full page).
- **Please supply only PDF, EPS, or TIFF print-ready files** (see requirements below). We do NOT accept film or any native application file formats (please, NO Quark, MS Word, InDesign, PageMaker, etc).
  - **PDF file requirements:** Must be hi-res, print-ready PDF. All images must be 300 dpi or better. All fonts must be embedded.
  - **EPS file requirements:** Must be 100% size, 300 dpi minimum. Please embed all images and convert all fonts to outlines.
  - **TIFF file requirements:** Must be 100% size, 300 dpi minimum for halftones, 1200 dpi for line art. Please flatten any layers. When saving TIFFs, we recommend that you do not use compression and do not embed color profiles.
- **Color:** Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable. (Spot ads should be built from CMYK process. Do not use Pantone/spot colors. We cannot guarantee an exact color match for spot colors.)
- Black & white ads should use black only (not 4-color). Images should be grayscale.
- The publisher will not be held responsible for color running incorrectly if a digital color proof is not submitted by the advertiser. A digital color proof (Matchprint or Iris) should be submitted at 100% ad size.
- Laser or inkjet proofs are acceptable for content only, but cannot be used to guarantee color.
- **Media accepted:** CDs, DVDs; or files submitted electronically. Submitted media will not be returned unless requested.

## ARTWORK CONTACT:

**MEREDITH TARGARONA**

mtargarona@networkmediapartners.com

Phone: 410-584-1985

## SUBMITTING FILES:

Go to [www.NetworkMediaPartners.com/upload](http://www.NetworkMediaPartners.com/upload) to submit files. Or go directly to our ftp at [ftp://network:\\*submit\\*@ftp.networkmediapartners.com](ftp://network:*submit*@ftp.networkmediapartners.com)

## Mail hard copy proof and disk (if submitting) to:

Meredith Targarona  
Network Media Partners, Inc.  
Executive Plaza 1, Suite 900  
11350 McCormick Road  
Hunt Valley, MD 21031



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