



AIHA Radio presents...

Safe & Sound



Safe & Sound is a weekly
**30-minute broadcast by AIHA and
hosted by staffer, Craig Sorrell.** The

show covers safety, worker health, general IH news,
happenings and events that affect AIHA members.

With well over thirty issues produced, this informational
resource has built an average listener total of 2,200*
health and safety professionals.

*2,200 is the current monthly average listeners

**New issues are released through AIHA social media vehicles
(Twitter, LinkedIn, Facebook, etc) on Fridays and then to the entire
membership on Wednesday through the weekly member newsletter.**



Contact: Ben Ledyard at bledyard@networkmediapartners.com
Phone: 410-584-1954 Fax: 410-584-8574



**Become a AIHA Radio partner today and reach the
AIHA membership across all communication platforms.
Find out more. ►**

AIHA RADIO PARTNERSHIP ELEMENTS

PROGRAM IMPACT

During each episode, our partner will receive two 15 second 'reads', by the host, of your marketing message. One will be at the beginning and one during the final third of each program. Content will be provided by the partner and can be updated as needed.

ENEWS IMPACT

Every week, the AIHA's weekly enewsletter will carry a promotion for the upcoming episode of *Safe & Sound*. In each of those enewsletters, our partner will receive recognition as the program partner.

WEB IMPACT

AIHA has created a specific portion of their AIHA.org web site for AIHA Radio. This area is used to host the newly released and archived episodes of *Safe & Sound*. On that page, our partner will receive prominent logo recognition as the sponsor of those episodes.

PROMOTIONAL IMPACT

Safe & Sound will be cross promoted in many other areas and AIHA has made a commitment to include a mention of you as a partner on those promotions.

CONTENT IMPACT

During the sponsorship tenure, our partner will be able to provide the topic and 'talent' for an episode of *Safe & Sound*. (One episode with single month and two episodes with the three month partnership). Content is expected to be objective, provide value to the members and not to be considered a 30 minute infomercial.

PARTNERSHIP INVESTMENT

AIHA is looking for partners to help us provide meaningful content to our members on timely topics throughout 2011.

One Month Sponsorship

\$3,000

Covers a minimum of four (4) weeks of being the exclusive sponsor of *Safe & Sound* with all of the impact points above, including content provider for one episode.

Three Month Sponsorship

\$6,000

Covers a minimum of twelve (12) weeks of being the exclusive sponsor of *Safe & Sound* with all of the impact points above, including content provider for two episodes.

Deadlines: All sponsorships must be committed to 45 days prior to the month of sponsorship.

Materials: Copy for advertising reads are due 30 days prior to month of sponsorship. In addition, we'll need an outline of the 'content' episode 30 days prior as well.



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