

The Synergist



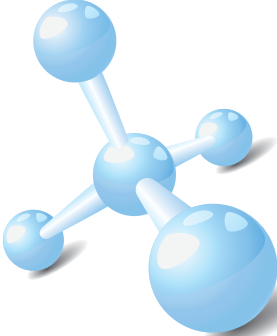
**An audience
unreachable
through any
other publication**

2011 Media Planner



The Synergist is the official monthly
publication of the American
Industrial Hygiene Association.

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Demographics

The *Synergist* is the number one member benefit of AIHA. The members depend on the magazine as a key information resource in their day to day challenge of protecting their 30 million workers from short and long term health hazards. Whether it's chemical exposures, noise, radiation, heat stress, IAQ or another related risk exposure, the industrial hygiene profession depends on *The Synergist*.

With the hectic schedules of today's professionals, it's important that you choose an advertising vehicle not by the largest circulation, but by the ability to reach your intended audience.

What Industrial Hygienists Read and Find of Value...



- Professional Safety = 22%
- Occupational Health & Safety = 13%
- EHS Today = 5%
- ISHN = 4%
- Industrial Hygiene News = 2%
- IE Connections = 2%

Size of Company

15.1%
Fewer than 10 employees

17.6%
10 to 499 employees

24.6%
500 to 4,999 employees

42.6%
5,000 or more employees

From AIHA members...

"I thoroughly enjoy *The Synergist*."

"A great magazine with interesting and informative articles covering all phases of IH."

"I read *The Synergist* cover-to-cover when I receive it."

"I like the format of *The Synergist*. One of the few publications that I actually read."

"I enjoy the editorial reviews of current issues and regulations"

"*The Synergist* contains a lot of practical information."

Now that you've got the attention of the top decision makers in health and safety,

MEET THE MEMBERS OF AIHA WHERE THEY GO FOR INFORMATION AND RESOURCES

After Reading *The Synergist*, they...

Visited an advertiser's website

44.5%

Contacted an advertiser

28.9%

Purchased an advertised product/service

14.6%



Editorial Calendar

JANUARY 2011

PRODUCT FOCUS: RESPIRATORY PROTECTION & VENTILATION

- Wood Dust Exposures – IAQ, Respiratory Protection and more
- State of the Profession Report
- Smartphones: Data security and privacy concerns

Space Reservation: Nov. 9, 2010

Materials Deadline: Nov. 19, 2010

Mail Date: Jan. 7, 2011

FEBRUARY

PRODUCT FOCUS: GAS DETECTION & INDOOR AIR QUALITY

- Confined spaces
- IH toolbox - Risk assessment and risk management
- AIHA election coverage
- IAQ Remediation in a Hospital

Space Reservation: Dec. 13, 2010

Materials Deadline: Dec. 22, 2010

Mail Date: Jan. 31, 2011

BONUS CIRCULATION: INDOOR AIR EXPO - SAN ANTONIO

MARCH

PRODUCT FOCUS: NOISE & HEARING PROTECTION

- Noise Conservation Programs - Leading vs Lagging Indicators of Occupational Hearing Loss
- H2S Permissible Exposure Limits (PELs)
- Occupational Exposure Limits (OELs) - Summarizing Global Challenges

Space Reservation: Jan. 14, 2011

Materials Deadline: Jan. 20, 2011

Mail Date: March 3, 2011

APRIL AIHce Preview

PRODUCT FOCUS: MSDS & SOFTWARE

- IAQ and Construction in Schools
- Extreme IH: Industries like Fishing, Entertainment and Food Safety
- MSDS Authoring

Space Reservation: Feb. 8, 2011

Materials Deadline: Feb. 16, 2011

Mail Date: April 1, 2011

MAY AIHce Conference Issue

PRODUCT FOCUS: AIHCE EXHIBITORS

- Managing IH vs. Managing EHS
- Extensive coverage on AIHce in Portland
- Introducing Probits

Space Reservation: March 14, 2011

Materials Deadline: March 22, 2011

Mail Date: May 5, 2011

BONUS CIRCULATION: AIHCE - PORTLAND
BONUS CIRCULATION: ASSE - CHICAGO

JUNE/JULY AIHce Wrap Up

PRODUCT FOCUS: INDOOR AIR QUALITY & NEW TECHNOLOGIES

- REACH: A European Perspective
- Noise Control
- AIHce Wrap Up

Space Reservation: May 19, 2011

Materials Deadline: May 27, 2011

Mail Date: July 12, 2011

AUGUST

PRODUCT FOCUS: LABORATORIES & LAB EQUIPMENT

- Laboratories: What Does It Mean to be Proficient?
- IHs role in Corporate Sustainable Responsibility
- Selling IH to Upper Management

Space Reservation: June 14, 2011

Materials Deadline: June 22, 2011

Mail Date: Aug. 5, 2011

SEPTEMBER

PRODUCT FOCUS: RENTAL EQUIPMENT & GAS DETECTION

- Ten years after 9/11: WTC exposures
- American IHs Practicing Overseas
- Occupational Hygiene in China

Space Reservation: July 12, 2011

Materials Deadline: July 20, 2011

Mail Date: Sept. 2, 2011

OCTOBER

PRODUCT FOCUS: TRAINING/EDUCATION & PPE

- Chemical Management Plans
- Management Roundtable: Lessons from Failure
- The Power of Partnerships

Space Reservation: Aug. 16, 2011

Materials Deadline: Aug. 23, 2011

Mail Date: Oct. 7, 2011

BONUS CIRCULATION: NSC - PHILADELPHIA

Buyers' Guide

- Annual Member Resource
- Print and online exposure
- Expanded listing included

Listing and Space

Reservation: Aug. 12, 2011

Materials Deadline: Aug. 19, 2011

Mail Date: Oct. 24, 2011

NOVEMBER

PRODUCT FOCUS: MOLD & IAQ

- Evaluating moisture dynamics in buildings
- Behavior-based Safety: Tips for Measuring Success
- Impact of international standards on IH practice

Space Reservation: Sept. 13, 2011

Materials Deadline: Sept. 21, 2011

Mail Date: Nov. 4, 2011

BONUS CIRCULATION: PCIH - BALTIMORE

DECEMBER

PRODUCT FOCUS: SAMPLING & ANALYSIS

- Air Sampling Pumps
- Ergonomics
- Nanotechnology

Space Reservation: Oct. 11, 2011

Materials Deadline: Oct. 19, 2011

Mail Date: Dec. 2, 2011

Rates and Specs

BLACK AND WHITE

Page Size	1x	3x	6x	9x	12x
Full Page	\$1,945	\$1,845	\$1,705	\$1,575	\$1,395
2/3 Page	\$1,650	\$1,570	\$1,450	\$1,335	\$1,190
1/2 Page Island	\$1,550	\$1,475	\$1,370	\$1,260	\$1,115
1/2 Page Horizontal	\$1,460	\$1,380	\$1,280	\$1,180	\$1,050
1/3 Page	\$1,260	\$1,195	\$1,110	\$1,025	\$905
1/4 Page	\$875	\$830	\$765	\$710	\$625
1/6 Page	\$620	\$590	\$545	\$500	\$445
Spread	\$3,295	\$3,130	\$2,900	\$2,675	\$2,375

Spot Color (CMYK): Add \$500 to above rates

4-COLOR

Page Size	1x	3x	6x	9x	12x
Full Page	\$2,945	\$2,845	\$2,705	\$2,575	\$2,395
2/3 Page	\$2,650	\$2,570	\$2,450	\$2,335	\$2,190
1/2 Page Island	\$2,550	\$2,475	\$2,370	\$2,260	\$2,115
1/2 Page Horizontal	\$2,460	\$2,380	\$2,280	\$2,180	\$2,050
1/3 Page	\$2,260	\$2,195	\$2,110	\$2,025	\$1,905
1/4 Page	\$1,875	\$1,830	\$1,765	\$1,710	\$1,625
1/6 Page	\$1,620	\$1,590	\$1,545	\$1,500	\$1,445
Spread	\$4,295	\$4,130	\$3,900	\$3,675	\$3,375

COVERS

Page Size	1x	3x	6x	9x	12x
Cover 2	\$3,995	\$3,800	\$3,520	\$3,445	\$3,200
Cover 3	\$3,755	\$3,570	\$3,305	\$3,230	\$3,010
Cover 4	\$4,240	\$4,030	\$3,735	\$3,650	\$3,395

*Other guaranteed positions available at 10% premium

*Attention Laboratory Advertisers — visit www.aiha.org/lqapadvertising.htm for policy guidelines

Discounts: 15% discount for recognized agencies, net 30 days.

Guaranteed Positions: Special position guaranteed at a 10% premium on a non-cancelable basis.

Ad Preparation Charges: If you would like assistance in producing your ad, please ask your account executive for current rates. If electronic files are not submitted correctly, any necessary changes will be billed to advertiser.

Issuance and Closing Dates: 12 issues are published each year; see editorial calendar for mailing dates.



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

FILE REQUIREMENTS

	width	x	height
Full Page (bleed)*	8-5/8"	x	11-1/8"
Full Page (no bleed)	7"	x	10"
*NOTE: Trim size of publication is 8 3/8" x 10 7/8". 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	7-3/8"	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"

INSERTS

Advertiser supplies inserts completed, printed and ready for binding in sufficient quantity to match press run for scheduled issue. A paper and insert sample must be submitted to the editor for approval 10 days prior to the materials due date.

Inserts billed as follows:

- Two-page inserts: Two times the earned frequency black-and-white rate plus \$950 commissionable bind-in rate.
- Four-page inserts: Three times the earned frequency black-and-white rate plus \$950 commissionable bind-in rate.
- Business-reply cards: One time earned frequency black-and-white rate plus \$950 commissionable bind-in rate.

SUBMITTING FILES:

Go to www.NetworkMediaPartners.com/upload to submit files. Or go directly to our ftp at 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

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:

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