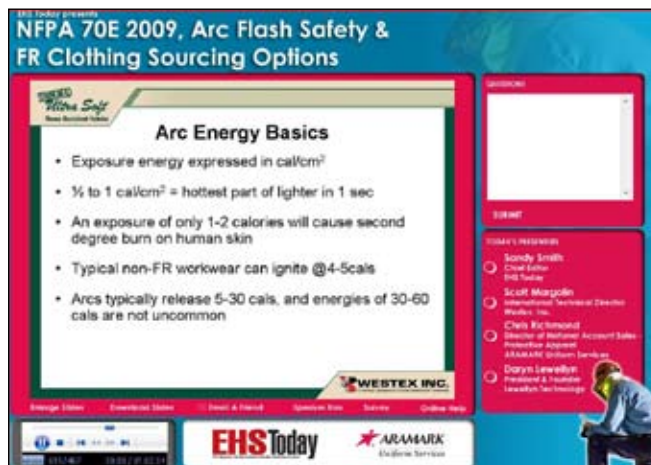


Become an Industry Expert and Build a Highly Qualified Lead Database

Webinars are a cost-effective way to build relationships with a large group of safety and health decision-makers.

Program Overview

- Live 45-minute audio-based program with an accompanying synchronized slide presentation and a 15-minute Q&A session.
- Hosted by an *EHS Today* editor. *EHS Today* can provide a keynote speaker or you provide the topic and speaker.
- *EHS Today* will manage the broadcast logistics, custom registration form, customer service and project management of the entire event.
- Pre- and post-event audience marketing plan.
- Extensive brand recognition via the audience marketing campaign, including email invites, e-newsletter placements, online banner ads and in print advertising.
- High-quality registration and attendee database.
- 12-month archive.



Editorial Webinar Topics

- February:** Training Tips
- April:** Ergonomics Solutions
- June:** Tower Safety
- August:** First Aid & Disaster Preparedness
- October:** Fall Protection
- December:** Regulatory Compliance: OSHA and EPA

Why Sponsor an Editorial Webinar

- Complete turnkey way to collect targeted sales leads.
- Align your company with focused editorial.
- Tap into a specific targeted audience.
- Brand recognition via the audience marketing campaign. Your company name and logo on all Webinar promotional efforts.
- Receive the entire registration and attendee database.

Promotional Efforts

- The 2010 editorial Webinar schedule will be promoted to the entire EHS list.
- Specific Webinar eBlasts sent to *EHS Today's* target audience.
- Webinar details distributed via *EHS Today's* newsletters
- Promotional banner ads.
- Print promotions in *EHS Today* magazines.
- Post Webinar promotions include online, magazine and e-newsletter promotions.
- We supply you with all the Webinar promotional material, allowing you to promote to your own database.

Rates

- *EHS Today* one-time Webinar sponsorship fee is \$10,000 net
- *EHS Today* pay-per-registrant Webinar sponsorship is \$3,000 net (set-up fee), plus \$35 net per registrant
- Consult Publisher for pricing on multiple Webinars

| Company | Custom Webinar Topic | Registrants | Attendees |
|----------------|-----------------------------|-------------|-----------|
| BNA | OSHA Compliance Tips | 1,049 | 479 |
| Ansell | Ergonomics and Productivity | 870 | 328 |
| Aramark | Arc Flash Safety | 830 | 320 |
| Capital Safety | Preventing Deadly Falls | 815 | 302 |