

*EHS Today* has gone portable! Now you can reach safety and health professionals through our informative podcasts - the new on-demand radio for the 21st Century. Our readers can listen to these podcasts in their office, on the plane, in the car, at the gym - any time that suits their convenience.

These podcasts feature *EHS Today* editors, industry experts and interviews with leading safety manufacturers and industry figures examining a wide range of safety, health and industrial hygiene topics. Each podcast offers sponsors an audio message as part of an integrated media package that provides value for the next year.

## Did You Know?

- Spending on podcasting advertising over the next five years will go from an \$80 million market in 2006 to \$400 million in 2011.<sup>1</sup>
- It's estimated that Apple has sold more than 100 million iPods and that more than 300 million copies of iTunes have been installed.<sup>2</sup> *EHS Today's* Podcasts are featured on iTunes for added exposure.

## What is Podcasting?

Podcasting is a method of distributing multimedia files, such as audio programs or music videos, over the internet for playback on mobile devices (iPods) and personal computers.

**Rate:** \$2,100 net

Go online to [ehstoday.com/podcasts](http://ehstoday.com/podcasts) to hear archived Podcasts.

<sup>1</sup>SOURCE: Geoff Ramsey, eMarketer, Inc.

<sup>2</sup>SOURCE: Association for Downloadable Media, <http://www.downloadablemedia.org>.



### Editorial Podcast Topics

**January:** F1N1 Flu Preparedness

**March:** Transportation Safety

**May:** Employee Motivation/Incentives

**July:** Sustainability

**September:** Safety Culture

**November:** Interviews with America's Safest

## Editorial Podcasts

We'll do it all for you! With Editorial Podcasts the topic and editorial content is selected by *EHS Today*. *EHS Today* staff will handle the production and creation of your Podcast.

### Editorial Podcasts Include:

- 10-second audio introduction — "*EHS Today* Podcasts brought to you by (Company Name), (Company URL)."
- 5-30 minute audio presentation, produced by *EHS Today*
- 30-second audio promotion to play at the conclusion of the Podcast to include value proposition.
- Logo/branding sponsorship on *EHS Today* Podcast landing page with click-thru URL.
- Podcast promoted in e-newsletters
- Archived on [ehstoday.com](http://ehstoday.com) for 12 months.

## Custom Podcasts

It's up to you! With Custom Podcasts the topic and editorial content is selected by you, the advertiser. You also have the option for *EHS Today* staff to assist in production and creation of your Podcast or you can produce and create it yourself.

### Custom Podcasts include:

- 5-15 minute audio presentation.
- Logo/branding sponsorship on *EHS Today* Podcast landing page with click-thru URL.
- Podcast promoted in e-newsletters
- Archived on [ehstoday.com](http://ehstoday.com) for 12 months.