



Facility Safety

MANAGEMENT

Your Source for Workplace Safety and Risk Free Maintenance

2011 MEDIA GUIDE

Mission Statement

To provide safety professionals and risk managers with up-to-date, relevant information to ensure the safety and well being of employees and occupants of their facilities. Our objective is to be the definitive source for reliable, accurate and timely information that helps guarantee safe maintenance activities and compliance with environmental, health and safety standards and regulations.

www.fsmmag.com

Editorial Content

Readers of *Facility Safety Management* will find timely and topical news about the companies, government regulators and professionals making news in the environmental health and safety industry. They will find articles that profile the tools and techniques necessary to ensure the safety and well being of the occupants of their facilities, as well as features that keep them abreast of new developments in equipment and standards necessary to keep their facilities in good safe working order.

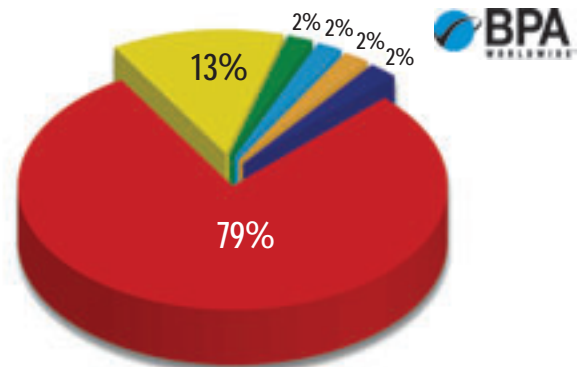
Circulation Profile

FSM controlled circulation of 30,000 targets the following SIC codes:

SIC	Business & Industry
15-17	Construction
20	Food & Kindred Products
21	Tobacco Products
22	Textile Mill Products
23	Apparel & Other Textile Products
24	Lumber & Wood Products
25	Furniture & Fixtures
26	Paper & Allied Products
27	Printing & Publishing
28	Chemicals & Allied Products
29	Petroleum & Coal Products
30	Rubber & Miscellaneous Plastics
31	Leather & Leather Products
32	Stone, Clay & Glass Products
33	Primary Metal Industries
34	Fabricated Metal Products
35	Industrial Machinery & Equipment
36	Electronic & Other Electric Equipment
37	Transportation Equipment
38	Instruments & Related Products
39	Miscellaneous Manufacturing
80	Health Care
91-99	Government

Safety Professionals who receive FSM are:

- Plant Managers
- Manufacturing Engineers
- Process Engineers
- Facility Engineers/Managers
- Risk Managers
- Environmental Engineers
- Purchasing Managers
- Maintenance Managers
- Electrical Engineers
- Mechanical Engineers
- Safety Engineers
- Industrial Hygienists



Our readership is comprised of the following industries:

■ Manufacturing	79%	23,895
SIC Codes 20-39		
■ Construction	13%	3,832
SIC Codes 15-17		
■ Hospitals & Healthcare	2%	711
SIC Codes 80		
■ Government	2%	555
SIC Codes 91-99		
■ Distribution & Warehousing	2%	557
SIC Codes 50-51		
■ Other	2%	560
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Total	100%	30,110

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2011 Editorial Calendar

Issue	Showcase	Engineered Safety	Personal Protection	Safe Maintenance	Spotlight
January *12/14/10	Industrial Hygiene	Machine Guarding	Gloves/Hand Protection	Electrical Safety	Training/ Compliance
	Incentives			Lockout/Tagout	
February *1/14/11	Gas Detection	Hazmat	Eye & Face Protection	Emergency Response	Fall Protection
	Drug & Alcohol Testing				
March *2/14/11	Noise/ Hearing Conservation	Fire Safety	Foot Protection	Confined Space	Software
			Emergency Eyewash & Showers		
April *3/15/11	Heat Stress	Ergonomics	Head Protection	Floor Safety	First Aid/AED
		Material Handling		Disaster Preparedness	Occupational Health
May *4/14/11 ASSE	ASSE Preview/ Featured Exhibitors	Machine Guarding	Gloves/ Hand Protection	Respiratory Protection/IAQ	Lighting
		Clean Room			Bird/Pest Control
June *5/13/11 ASSE	Fire Safety	Incentives	Fire Protective Clothing	Hazmat	Lockout/Tagout
	Gas Detection				Signs & Labels
July *6/14/11	Training	Confined Space	Vision Protection	Noise/Hearing Control	Floor Safety
	Plant Maintenance	Heat Stress			Fall Protection
August *7/14/11	Hazmat	Disaster Preparedness	Head Protection	Electrical Safety	First Aid/AED
	IAQ		Eyewash & Showers		
September *8/15/11 NSC	NSC Preview/ Featured Exhibitors	Thermal Imaging	Foot Protection	Machine Guarding	Ergonomics
		Drug/Alcohol Testing		Lockout/Tagout	Welding Safety
October *9/14/11 NSC	Gas Detection	Software & Compliance	Protective Clothing	Transportation Safety	Slips & Falls
	Winter Products			Storage Containers	Matting
November *10/13/11	Fire Safety	Hearing Conservation	Gloves/ Hand Protection	Signs & Labels	Emergency Response
	Training			Fall Protection	
December *11/14/11	Buyer's Guide	Buyer's Guide	Buyer's Guide	Buyer's Guide	Buyer's Guide

*Ad closing (Editorial deadlines 3 weeks prior)

Rates

AD SIZE	1x	3x	6x	12x
Full Page	\$4,465	\$3,790	\$3,225	\$2,730
1/2 Island	\$3,070	\$2,605	\$2,210	\$1,920
1/2 Page	\$2,675	\$2,265	\$1,930	\$1,640
1/3 Page	\$2,020	\$1,710	\$1,460	\$1,235
1/4 Page	\$1,645	\$1,405	\$1,220	\$ 995
1/6 Page	\$1,145	\$ 965	\$ 810	\$ 685
1/8 Page	\$ 850	\$ 720	\$ 560	\$ 515
1/12 Page	\$ 670	\$ 525	\$ 375	\$ 250
2 Page Spread	\$7,650	\$7,225	\$6,125	\$5,240
Inside Front	\$5,280	\$4,495	\$4,080	\$3,890
Inside Back	\$4,785	\$4,195	\$3,880	\$3,630
Back Cover	\$5,995	\$5,025	\$4,675	\$4,295

(ALL RATES ARE NET)

Online Advertising Pricing

WebSite	1 Month	3 Months	6 Months	12 Months
Button	\$ 495	\$1,130	\$1,990	\$2,710
Banner	\$ 995	\$2,210	\$3,150	\$4,020
Page Peel	\$2,250	\$4,950	\$7,650	N/A
E-Newsletter	1 Month	3 Months	6 Months	12 Months
Button	\$ 695	\$1,780	\$2,540	\$3,780
Banner	\$1,185	\$2,540	\$3,725	\$4,760

Online Buyer's Guide Banner Rates

3x	6x	12x
\$995.00	\$1,595.00	\$1,995.00

Includes platinum buyer's guide package.

Online Buyer's Guide Button Rates

3x	6x	12x
\$795.00	\$1,195.00	\$1,595.00

Includes gold buyer's guide package.

Online Buyer's Guide Page Peel

1x	3x	6x	12x
\$795.00	\$2,095.00	\$3,795.00	N/A

Platinum listing: 4 category listings, w/ company name, logo, and web address.
Cost is \$425.00

Gold listing: 2 category listings, w/ company name, logo and web address.
Cost is \$350.00

Specifications on Policies and Rates

SHORT-RATES:

In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

LIABILITY:

Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Reproduction of *Facility Safety Management* in whole or in part without prior written permission from the publisher is prohibited.

Send Artwork to: 114 Trade Center Drive, Suite B | Birmingham, AL 35244
800.417.2963 ext. 128 | fax: 205.985.2569 | www.fsmmag.com
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Mechanical Specifications

All Mechanical Specifications are Measured Width by Height

Trim Size:	1/3 Page Vertical:
8" x 10.5"	2.25" x 9.625"
Full Page Live Area:	1/3 Page Square:
7.5" x 10"	4.625" x 4.75"
Bleed:	1/4 Page Vertical:
8.25" x 10.75"	3.5" x 4.75"
2/3 Page Vertical:	1/6 Page Vertical:
4.625" x 9.625"	2.25" x 4.75"
1/2 Page Vertical:	1/6 Page Horizontal:
3.5" x 9.625"	3.5" x 3"
1/2 Page Island:	1/8 Page Horizontal:
4.625" x 7.25"	3.5" x 2.25"
1/2 Page Horizontal:	1/12 Page Horizontal:
7" x 4.75"	2.25" x 2.25"

Digital Specifications

Press Optimized PDFs (PDFx1a) are preferred.

If the ad is intended to bleed, registration marks must be applied with an offset of 16 pt. In the PDF file there must be a minimum of 1/8" bleed beyond the trim. Please convert all RGB & Pantone colors to CMYK. Application files will be accepted as long as all Type 1 fonts (True Type fonts are not acceptable), high resolution images are included, and all colors are converted to CMYK.

Digital Requirements for Application Files:

Mac Format — Quark 6-7, Adobe CS2: Photoshop, Illustrator and InDesign. Be sure to include all fonts and all images. COLOR PROOF MUST BE PROVIDED in order to guarantee color reproduction. We do not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.

Digital Images Files:

Should be sent as jpeg, tiff or eps files (Mac or PC). Please scale photos to the correct size or larger with at least a resolution of 300 dpi (150 lpi). Files sent in lower than 300 dpi risk the chance of losing clarity when printed.

Disk Requirement - Material may be received on CD, DVD-R, e-mail or FTP.

ONLINE Digital Specifications

- All digital formats of images are accepted
- Artwork can be pulled from websites
- If sending pre-designed animations they must be in .gif format
- We **Do Not** accept Flash Movies (.swf) or Flash files (.fla)

Button Dimensions: 144 x 100 Pixels

Banner Dimensions: 468 x 60 Pixels

Page Peel Dimensions: 500 x 500 Pixels

