

Reach A Safety Professional's Inbox

eNewsletter Sponsorship

EHS Today Weekly Update

EHS Today Weekly Update is the only newsletter that adopts a holistic approach to the management of environment, health and safety by bringing you breaking news, analysis and features that focus on occupational safety, environmental and risk management, sustainability and workplace quality of life.

EHS Management

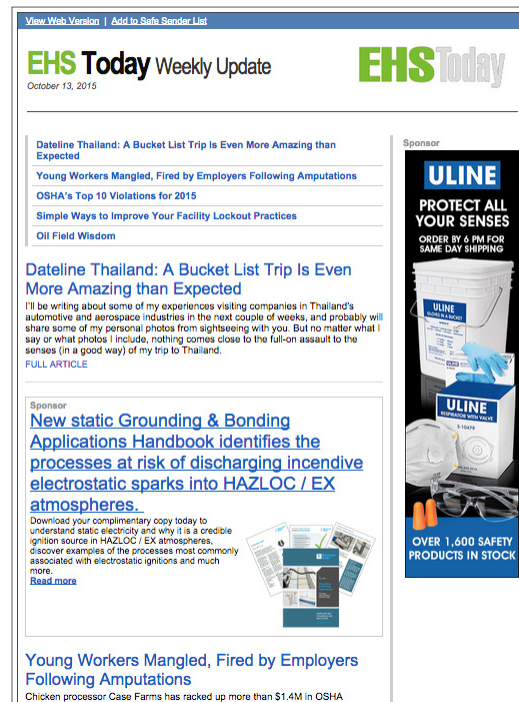
EHS Management focuses on the fundamental building blocks of safety management excellence, offering best practices from world-class companies, guidance from management gurus, how-to information from industry leaders and links to resources that busy occupational safety and health practitioners can utilize at their own worksites. This monthly newsletter offers a variety of articles, with an emphasis best practices and practical solutions to workplace occupational safety and health challenges.

Industrial Hygiene Insights

Content in IH Insights ranges from chemical safety to the role of the industrial hygienist in today's enterprises. It focuses on the identification and management of industrial hygiene challenges in the workplace.

Construction Safety

Construction Safety provides guidance from construction safety experts, examines trends and regulatory action in the construction industry, helps workers identify and control the hazards that commonly cause the most serious construction injuries, and offers information about products and services related to construction safety.



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ENEWSLETTER	CIRCULATION*	FREQUENCY	POSITION 1	POSITION 2	HOT PRODUCTS	SKYSCRAPER AD	FEATURED LINKS
EHS Today Weekly News	65,500	Twice Weekly	\$1,300 net	\$1,000 net	\$650 net	\$650 net	\$300 net
EHS Management	35,000	Monthly	\$1,300 net	\$1,000 net	\$650 net	\$650 net	\$300 net
IH Insights	40,500	Monthly	\$1,300 net	\$1,000 net	\$650 net	\$650 net	\$300 net
Construction Safety	12,700	Monthly	\$800 net	\$700 net	\$600 net	\$600 net	\$200 net

Position 1: Headline, 125 words of text, 180w x 150h GIF or JPEG image and unlimited links. Max file size 10k.

Position 2: Headline, 75 words of text, 180w x 150h GIF or JPEG image and two links. Max file size 10k.

Hot Products: Headline, 50 words of text, 180w x 150h GIF or JPEG image and one link. Max file size 10k

Skyscraper Ad: 160w x 600h GIF or JPEG image and 30 words of text and one link. Max file size 35k.

Featured Links: Headline, 25 words of text and one link.

*Source: Publisher's Own Data

Drive Traffic To Your Website With A Cost Effective Email Solution

eBlasts

Make an immediate impact with your sales messages, new product launches, content and event promotions with exclusive emails to your target audience. These high impact messages drive traffic to your site, assist in revenue generation and build your company's image. Audiences can be targeted based on industry, job function, buying influence, geographical area and more!

All standard email campaigns consist of a standard email to your target audience and two follow ups to those that open and click on the email (all creative assets must be submitted at the same time).

Email campaigns also include detailed performance tracking including open, click through and click-to-open rates, link tracking, and a demographic assessment.

RATE: \$295 PER THOUSAND EMAILS

Three-touch eblast Program

Maximize your email efforts! Our three-touch email program is designed to engage your best audience. You'll get to send an email to your target audience, followed by an email to non-opens AND to those that clicked and opened as well (all email creative assets must be submitted at the same time).

RATE: \$350 PER THOUSAND EMAILS

Format: Client provides the HTML and all images within the html messages must be hosted online and a full image source link provided. For additional specifications, please contact your local NED sales representative.

[View An eBlast Sample >](#)

eBlasts (continued)

Audience Extension (CRM Retargeting)

Just pick your audience and serve your ad almost anywhere your prospect goes across the web. Audience Extension is a more robust form of online retargeting. Our advantage is that we are able to serve banner ads and retarget based on an audience profile, interaction with an email send, an ad placement or all of the above.

Benefits:

- Audience Extension builds brand awareness and increases visibility
- When coupled with an email or other marketing initiatives, Audience Extension lifts response
- Audience Extension reinforces your marketing message



Standard Email Campaign, plus Audience Extension

Consists of the standard eblast campaign and CRM retargeting

RATE: \$335/M

Build ROI With Lead Generation

FasTrac eNewsletters

Subscribers receive instant product and service information emailed directly to their inbox with FasTrac. This direct, high-quality lead-generation tool is the perfect sponsorship opportunity for companies to showcase their products or services.

Lead Generation

You'll receive leads from EVERYONE who clicks on your company link. Your direct leads, with complete contact information, are automatically sent to you every month. No guarantee placement order within the FasTrac. Ad positions will rotate randomly on a monthly basis.

The screenshot shows the FasTrac website interface. At the top, it says "FasTrac NED New Equipment Digest". Below that, there's a navigation menu and a "Learn More" button. The main content area is titled "Featured Products" and displays several product listings with images and brief descriptions. For example, one listing is for "Industrial Horse Breeding" and another is for "Having Trouble Getting Solutions, Spend Customers on Time?". There are also smaller ads for "LED LIGHTS FOR LAMPS" and "The Hardtner is a Disposable Hard Hat Liner".

ENEWSLETTER	CIRCULATION*	FREQUENCY	POSITION AVAILABLE	RATE
NED New Equipment Digest	67,000	Monthly	13	\$1,900 net per month
EHS Today	37,000	Monthly	12	\$1,600 net per month
MH&L	26,000	Monthly	12	\$1,300 net per month
AMERICAN MACHINIST	6,000	Monthly	9	\$800 net per month
FOUNDRY	3,400	Monthly	9	\$750 net per month
FORGING	1,300	February, April, June, August, October & December	6	\$700 net per month

*Publisher's Own Data

Promote Your Products & Generate Quality Leads

Research Center eNewsletter

A free whitepaper, case study or research study is a powerful B2B offer that can stimulate high click-thru rates, result in successful lead generation and influence purchases. Research Center eNewsletters present rich content including whitepaper, eBooks, case studies, articles, research, etc.

Lead Generation

You'll receive leads from EVERYONE who clicks on "download now" link or the image. Your direct leads, with complete contact information, are automatically sent to you.

EHS Research Center
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IHS Environmental, Health and Safety & Sustainability
IHS helps organizations meet global compliance obligations; convert business risk to opportunity; and achieve EHS and Sustainability goals with enterprise software solutions, data and expertise.
[Download Now](#)

INDUSTRIAL SCIENTIFIC
Gas Detection Health Check?
Download our latest white paper and learn how the essential safety data stored within your gas detectors will help you make decisions that increase the safety of your workplace and build a stronger safety culture in your organization. Learn that managing the data in your gas detection program will position you to make more informed decisions.
[Download Now](#)

ENEWSLETTER	CIRCULATION*	FREQUENCY	RATE
NED New Equipment Digest	67,000	Monthly	\$1,850 net per month
EHS Today	37,000	Monthly	\$1,500 net per month
MH&L	26,000	March, June, August, October	\$1,200 net per month

*Publisher's Own Data

Be part of these Research Center eNewsletters by reserving your spot(s) now. They're sold on a first come, first served basis; act today.

Specifications

Image: Must be sized 200w x 200h pixels at 72 dpi resolution in JPEG format. Headline and 50-word description.

Content: Provide a URL to your content or send a PDF and we will post it online.

Materials must be submitted at least seven business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.

Industrial Research Center
Brought to you by **New Equipment Digest**

How To Plan Your First Vision System
Developing a machine vision application for the first time need not be a headache. If you follow a thorough, three-stage process to develop, test and deploy the project, the results should provide an essential tool in product inspection and valuable insight to enhance overall product quality.
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