



2018 Safety Alliance Advertising Rate Card

In addition to Florida, the Safety Alliance also has chapters in Texas and Puerto Rico and continues to expand our organization both nationally and internationally. The Safety Alliance currently has over **1000** active members and is rapidly growing each month. The distribution list for the Safety Alliance Weekly Review has over **8,000** subscribers and our websites attract over **15,000** visitors each month locally, nationally and internationally.

Electronic-media continues to expand as industry professionals seek weekly updates on news and events shaping safety and risk management throughout their industries. Our advertising campaign provides dual e-media visibility on our website, newsletter or both to give you the greatest amount of exposure. Our website reaches a large group of industry professionals that are eager to learn more about specific products and services. Banner ads can be placed on our website www.safetyalliance.org and www.ehsexpo.com and currently, our banner ads are available in the following formats;

Horizontal Banner Ad (Top or Bottom of Website) –

728x90

- Banner ad size is 728 X 90 pixels
- Banner ad to be supplied by the advertiser
- If banner design is requested there will be an additional design charge of \$299 (Banner design files will be sent to the advertiser for their own use)
- Ads will be displayed and broadcast on our website
- One-month campaign (Top of Website) \$400/month
- One-month campaign (Bottom of Website) \$300/month
- Discount of 50% available for annual ad campaigns

Vertical Banner Ad (Right or Left Side of Website) –

120 x 240

- Banner ad size is 120 X 240 pixels
- Banner ad to be supplied by the advertiser
- If banner design is requested, the additional design charge is \$299
- Banner design files will be sent to the advertiser for their own use
- Ads will be displayed and broadcast on our website
- One-month campaign (Side of Website) \$250/month
- Discount of 50% available for annual ad campaigns



Horizontal Banner Ad (Newsletter) –

- Same specifications as outlined above for Horizontal Website Banner Ad
- One-week campaign (Top of Newsletter) \$250
- One-week campaign (Bottom of Newsletter) \$200
- Discount of 50% available for annual ad campaigns

Payment Terms

1. Payment for advertising is due in advance
2. Payment shall be made by credit card or check and remitted to the address at the bottom of this rate card
3. Check shall be made payable to: Safety Alliance
4. Banner Ad Campaigns may be canceled at any time with a 7-day written notice

Safety Alliance Contact Information

Media Contact: David Wessin: dwessin@safetyalliance.org
Contact Phone: 800-713-3510

Safety Alliance Website and Update Terms

1. Safety Alliance will prepare, and forward, a proposal. Advertising orders are subject to acceptance.
2. No conditions other than those set forth in this rate card shall be binding upon the Safety Alliance unless specifically agreed to by the Safety Alliance in writing.
3. Positioning of banner ads is at the sole discretion of the Safety Alliance except where a specific position has been agreed to by the Safety Alliance in writing.
4. Cancellations or changes in advertising by the advertiser or its agency may take up to five days to implement. The Safety Alliance is under no obligation to revise advertising with less than a 5-day notice.
5. The Safety Alliance is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond the Safety Alliance's control.
6. In no event shall the Safety Alliance be liable for any consequential, incidental or special damages, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to the Safety Alliance for the publication or distribution of such materials.
7. The Safety Alliance reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to the Safety Alliance.
8. The Safety Alliance services are subject to the terms of the applicable approved advertising insertion order.
9. The Safety Alliance and Safety Alliance Weekly Review are owned and operated by the Safety Alliance.

Submission Information (Please Print):

Company Name: _____

Company Address: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Signature: _____ Date: _____

Additional Comments: _____

Make Selections Below

- Horizontal Banner Website
- Vertical Banner Website
- Horizontal Banner Newsletter
- Top Bottom
- Weekly Monthly Annual
- Banner Design Requested
- Banner Design Attached