Partner with ASSP and develop a powerful program that integrates print and digital to get your message to today’s OSH leaders.
Who We Are

For more than 100 years, ASSP has supported occupational safety and health (OSH) professionals in their efforts to prevent workplace injuries, illnesses and fatalities. We provide education, advocacy, standards development and a professional community to our members to help advance their careers and the OSH profession as a whole.

Established: Since 1911, ASSP has been the most respected advocate for workplace safety and health professionals, working hard to advance the profession and the individuals who choose it.

Connected: With more than 38,000 members in 80 countries, ASSP connects safety and health professionals to a vast community of peers, resources and opportunities worldwide.

Passionate: Our members are dedicated to making the world a safer and healthier place. We share their dedication and are passionate about helping safety and health professionals achieve their goals.

ASSP is recognized as the leading resource for key OSH decision makers—

94% trust ASSP advertisers

59% have visited an advertiser’s website as a result of seeing an ad through ASSP media

31% have requested information from an advertiser
By the Numbers

**Professional Safety**
- 40K+ paid circulation
- 33K+ print
- 228K+ reach

*per month

**ASSP.org**
- 290K+ page views
- 88K+ site visits
- 49K+ unique visitors

*per month

**Weekly e-Digest**
- 32K+ members
- 27% open rate
- 3% click-thru

*per week

**Society Update**
- 32K+ members
- 28% open rate
- 3% click-thru

*per month

**Social Media**
- 78K+ linkedin
- 23K facebook
- 14K+ twitter

*per month
ASSP Offerings

Professional Safety Journal
A valued and trusted resource, *Professional Safety* is ASSP’s most popular member benefit. Each month, ASSP’s peer-reviewed flagship publication delivers the latest OSH knowledge—information developed through research and on-the-job experience.

ASSP.org
ASSP’s official website engages visitors with the daily blog, advocacy updates and the latest industry news. Promote your organization or product 24 hours a day on our high-traffic website.

ASSP Weekly e-Digest
Containing the latest news and OSH information, ASSP Weekly is delivered every Monday. It features images, graphics, videos and hyperlinks that help readers quickly access information and resources. Include your white paper in our weekly digest.

Society Update
ASSP’s popular blog-style e-newsletter, Society Update, is distributed to membership each month, highlighting the latest Society and member news, keeping ASSP’s members informed of important Society happenings. Include your banner ad or highlight a white paper.
Reach 228,000+ Safety Professionals

- 40K+ readers, largest paid circulation
- 95% influence purchasing decisions
- 84% save articles
- 54% routinely discuss an ad/article with colleagues
- 68% read more than half the issue
- 51% referred an ad or an article
- 45% modified a workplace safety procedure based on an article
Key Sections

**Feature articles**: Written by OSH professionals and industry experts, these articles undergo a rigorous peer-review to ensure informative, evidence-based content.

**Best Practices**: Bylined, practical application-based articles deliver ideas and suggestions that readers can immediately apply and readily share.

**PSJ Asks**: Interviews with industry experts, leaders and business executives.

**Safety Matters**: A news section featuring industry information, regulatory updates, reports on standards and other items of interest.

**Leading Thoughts**: Leadership topics with a specific focus for the OSH professional.

**Checkpoints**: Discussion of the fundamentals of a specific safety practice.

**Vantage Point**: A forum for sharing ideas and opinions designed to encourage and stimulate critical thinking, discussion and debate on matters of concern in OSH.

**Standards Insider**: Interviews or bylined articles from subject matter experts involved in the standards development process.

**ASSP Connection**: Information on benefits and new offerings to members.

**Product Pulse**: Highlights the latest related products and services

**Continuing Education**: List of continuing education events around the globe.

**President’s Message**: A monthly message from the current ASSP president.

**Worth Reading**: Reviews of current articles, books and other media.

**By the way**: Fun, informative information.
Print Specs & Cost

Professional Safety Journal

**Full page**
Trim size 8.125" x 10.875"
Bleed plate size 8.375" x 11.125"
Live area 7.875" x 10.625"

**1/2 page**
Horizontal 7" x 4.875"
Vertical 3.375" x 10"

**1/3 page**
Square 4.625" x 4.875"
Vertical 2.25" x 10"

**1/4 page**
3.375" x 4.875"

---

Professional Safety Journal Specification & Format

**Printing process:** Web offset
**Binding:** Saddle-stitched
**Format:** PDFX-1a; PDFX-4; press-optimized PDF
**Files:** Files must be flattened and all fonts must be embedded within the PDF file.
**Color & Resolution:** Save images as CMYK at 300 dpi; convert all colors to CMYK; Bitmap mode graphics should have an effective resolution of at least 600 dpi.
**Submission:** www.assp.org/about/advertise/advertising-media-upload
**Rules:** Do not use rules narrower than 0.25 pt
**Live area:** Include standard trim, bleed and center marks outside trim, no marks in live image area.

---

Effective October 1, 2019

Professional Safety Journal Spec

<table>
<thead>
<tr>
<th>规格</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$6,495</td>
<td>$6,105</td>
<td>$5,910</td>
<td>$5,715</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$4,030</td>
<td>$3,785</td>
<td>$3,665</td>
<td>$3,545</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$3,220</td>
<td>$3,025</td>
<td>$2,930</td>
<td>$2,830</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,775</td>
<td>$2,610</td>
<td>$2,525</td>
<td>$2,445</td>
</tr>
</tbody>
</table>
Digital Specs & Cost

**ASSP.org Web Banner Ads**
Dimensions (WxH): 256 x 242 pixels
File Format: JPEG Image, no animation
URL: Supply link

**ASSP Weekly e-Digest**
File Format of document: PDF
20-word description with link
URL: Supply link

**Society Update Banner Ads**
Dimensions (WxH): 256 x 242 pixels
File Format: JPEG Image, no animation
URL: Supply link

---

**Contact**
**Michael Sanders**, Business Development
American Society of Safety Professionals
+1.847.232.2038 or msanders@assp.org

---

**Digital Opportunities**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSP.org</strong> (Cost per Month)</td>
<td>$2,200</td>
<td>$1,900</td>
<td>$1,600</td>
<td>$1,300</td>
</tr>
<tr>
<td><strong>ASSP Weekly e-Digest</strong> (Cost per Week)</td>
<td>$2,150</td>
<td>$1,850</td>
<td>$1,550</td>
<td>$1,250</td>
</tr>
<tr>
<td><strong>Society Update</strong> (Cost per Month)</td>
<td>$2,100</td>
<td>$1,800</td>
<td>$1,500</td>
<td>$1,200</td>
</tr>
</tbody>
</table>