For more than 70 years, the AAOHN has represented occupational and environmental health nurses committed to providing health, safety, productivity and disability management services for workers and worker populations. Established in 1942, the AAOHN has grown to include more than 138 chapters across the United States including clinicians, educators, nurse practitioners, case managers, corporate directors and consultants.

Every month, WORKPLACE HEALTH & SAFETY delivers the latest professional practice information to nearly 5,600 occupational health nurses.

In each issue, readers find information on health and safety issues, injury and illness in work and community environments, and health updates.

The Journal supports and promotes the practice of occupational and environmental health nursing by delivering the most current research findings, clinical and state-of-the-art technical data, and the latest information on issues that impact practice.

Plus, readers turn to WORKPLACE HEALTH & SAFETY for valuable continuing nursing education contact hours offered in every issue. These editorial features create high readership, giving your ad the exposure it deserves.

Subscribers also benefit from our featured Online Advanced Release, which allows them to read articles before they appear in the print issue!

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- Belly Bands
- BRCs
- Polybagged Outserts
- Supplements
- Advertorials
New Features, More Reader Attention

Professional Practice Articles

Professional Practice articles center on case management challenges and professional issues specific to the occupational and environmental health nurse. Another focus is the rapidly changing occupational and environmental needs of health care providers.

Health Updates

Health Updates give concise descriptions of common health issues that employees frequently question, such as the best way to lose weight permanently, the effects of computer work on eyesight, and ways to determine depression. Occupational and environmental health nurses often provide reprints of these updates to employees throughout their organizations.

Circulation

Put your ad in front of the entire AAOHN membership every month:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AAOHN Membership Circulation</td>
<td>5,240</td>
</tr>
<tr>
<td>Other Subscribers</td>
<td>294</td>
</tr>
<tr>
<td>Total Subscribers</td>
<td>5,534</td>
</tr>
</tbody>
</table>

84% of readers turn to Journals to get their information on new drugs and products

83% of readers save WORKPLACE HEALTH & SAFETY for future reference after reading

30% of readers have more than 25 years of occupational health nursing experience


Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major nursing meetings in 2013:

<table>
<thead>
<tr>
<th>Attendees</th>
<th>Event</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>800</td>
<td>AAOHN 2013 Annual Conference</td>
<td>April</td>
</tr>
<tr>
<td></td>
<td>April 16-17, Las Vegas, NV – April issue</td>
<td></td>
</tr>
<tr>
<td>2,000</td>
<td>National League for Nursing Education Summit</td>
<td>September</td>
</tr>
<tr>
<td></td>
<td>September 18-21, Washington, DC – September issue</td>
<td></td>
</tr>
</tbody>
</table>

Exhibit opportunities are also available at the AAOHN 2013 Annual Conference; contact Julie Weiner at 1-800-257-8290, ext. 261 or email jweiner@slackinc.com.
Free online exposure for all advertisers

Print or online advertisers can post a product press release, picture, and link on the “Product News” section of Healio.com/AAOHN.

Note: Press releases will be posted at the discretion of editorial staff; postings and length of time posted cannot be guaranteed.

Electronic Advertising

Advertise on Healio.com/AAOHN

6,542 average monthly page views

Display your ad prominently with our 3 ad options:

- Top Leaderboard (728 x 90px)
- Medium Rectangle (300 x 250px)
- Bottom Leaderboard (728 x 90px)

Only $75 cpm

Also available:

- Exclusive topic sponsorships
- Microsite sponsorships

Email advertising with e-contents

Contact us for Premium Sponsorship

- Top Leaderboard (728 x 90px)
RATES AND DISCOUNTS

1. Effective Rate Date: January 2013 for all advertisers.

2. Rates:
   a) Earned Rates: are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. Fractional pages count as single pages and each page of an insert counts as one page.
   b) Agency Commission: 15% gross billings on space, color, cover and preferred position charges.
   c) Cash Discount: 2% if paid within ten days of invoice date. No discount allowed after this period.

3. Black-and-White Rates:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>1/4 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,595</td>
<td>$1,915</td>
<td>$1,650</td>
</tr>
<tr>
<td>3x</td>
<td>$2,525</td>
<td>$1,840</td>
<td>$1,540</td>
</tr>
<tr>
<td>6x</td>
<td>$2,395</td>
<td>$1,715</td>
<td>$1,495</td>
</tr>
<tr>
<td>12x</td>
<td>$2,250</td>
<td>$1,670</td>
<td>$1,425</td>
</tr>
<tr>
<td>24x</td>
<td>$2,205</td>
<td>$1,600</td>
<td>$1,370</td>
</tr>
<tr>
<td>36x</td>
<td>$2,135</td>
<td>$1,535</td>
<td>$1,275</td>
</tr>
</tbody>
</table>

Color: In addition to earned black-and-white rates.

- Standard color: $550 Four color: $1,500
- Matched color: $750 Four color + PMS: $2,000
- Metallic color: $1,000 Four color + Metallic: $2,500

4. Bleed: No charge

5. Covers and Positions:
   a) Covers:
      - Second cover: Earned b/w rate plus 25%. Color additional.
      - Third cover: Earned b/w rate plus 15%. Color additional.
      - Fourth cover: Earned b/w rate plus 50%. Color additional.
   b) Positions:
      - Opposite masthead: Earned b/w rate plus 15%. Color additional.
      - Facing CE module: Earned b/w rate plus 15%. Color additional.

6. Discount Programs:
   a) Combined Frequency Discount: All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
   b) FREE Ad Program: Purchase two ads any time during the 2013 calendar year and receive an additional ad of equal size and color in the same publication at no cost.
   c) SLACK Corporate Discount: Take advantage of SLACK’s advertising, custom publishing, event management, and other marketing services in 2013 and earn valuable discounts in 2014. Spend levels achieved in the year 2013 will determine your SLACK Corporate Discount savings in 2014.
   d) When taking advantage of more than one discount program, discounts must be taken in the following order:
      - Gross Cost
        1) FREE Ad Program
        2) Less SLACK Corporate Discount
        3) Less 15% Agency Discount
      - Equals Net Cost

7. Online Advertising: Please contact Kara Thompson at 856-848-1000 x549 or email kthompson@slackinc.com for available opportunities.


ISSUANCE AND CLOSING


10. Frequency: 12 times per year

11. Issue Dates: First of the month of issue

12. Mailing Date & Class: Mails within the month of issue; Periodical Class

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad closing</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/3/2012</td>
<td>12/11/2012</td>
</tr>
<tr>
<td>February</td>
<td>1/2/2013</td>
<td>1/16/2013</td>
</tr>
<tr>
<td>March</td>
<td>2/1/2013</td>
<td>2/13/2013</td>
</tr>
<tr>
<td>April</td>
<td>3/1/2013</td>
<td>3/15/2013</td>
</tr>
<tr>
<td>May</td>
<td>4/1/2013</td>
<td>4/16/2013</td>
</tr>
<tr>
<td>June</td>
<td>5/1/2013</td>
<td>5/17/2013</td>
</tr>
<tr>
<td>July</td>
<td>6/3/2013</td>
<td>6/12/2013</td>
</tr>
<tr>
<td>August</td>
<td>7/1/2013</td>
<td>7/16/2013</td>
</tr>
<tr>
<td>September</td>
<td>8/1/2013</td>
<td>8/15/2013</td>
</tr>
<tr>
<td>October</td>
<td>9/3/2013</td>
<td>9/13/2013</td>
</tr>
<tr>
<td>November</td>
<td>10/1/2013</td>
<td>10/15/2013</td>
</tr>
<tr>
<td>December</td>
<td>11/1/2013</td>
<td>11/13/2013</td>
</tr>
</tbody>
</table>

13. Closing Dates:
   a) Extensions: If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
   b) Cancellations: If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

14. Special Issues:
   a) April – AAOHN 2013 Annual Conference
   b) Editorial available prior to other special issues

15. General Editorial Direction: WORKPLACE HEALTH & SAFETY, the official journal of the AMERICAN ASSOCIATION OF OCCUPATIONAL HEALTH NURSES, INC., offers original articles of professional interest to the occupational and environmental health nurse. This monthly peer-reviewed publication regularly features original articles, health updates and professional practice.

16. Average Issue Information:
   a) Average number of articles per issue: 5
   b) Average article length: 6 pages
   c) Editorial departments and features:
      - CE Quiz (every issue)
      - Research
      - Professional Practice (every issue)
      - Health Updates (every issue)

17. Origin of Editorial:
   a) Articles or abstracts from meetings: No
   b) Submitted: 80%
   c) Solicited: 20%
   d) Peer review: Yes (blind)

CIRCULATION

18. Description of Circulation Parameters: Registered professional nurses employed in business or industry and others who are concerned with the health, safety and productivity of workers and worker populations. Physicians, industrial hygienists, safety professionals, members of management, public health officials, schools, hospitals and universities.

19. Demographic Selection Criteria:
   a) Prescribing: Not Applicable
   b) Circulation Distribution:
      - Controlled: 0%, Paid: 100%, Request (non-postal): 0%
   c) Paid Information:
      - Association members: 5,240
      - Is publication received as part of dues?: Yes. Dues: $185
      - Subscription Rates: U.S.: $117/year; Canada: add 5% tax; outside the U.S.: add $58/year
GENERAL INFORMATION

23. Requirements for Advertising Acceptance: Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher’s approval. Non-professional product and service advertisers must submit ad copy two weeks prior to the closing date.

24. New Product Releases: Yes

25. Ad Format Placement Policy:
   a) Interspersed: Yes
   b) Rotated: Yes

26. Ad/Edit Information: 30/70 Ad/Edit Ratio

27. Value-Added Services:
   a) Mailing list rental: Available to 3x advertisers, ½ page ad minimum.
   b) Custom market research
   c) Bonus distribution

28. Reprint Availability: Yes, email reprints@healio.com.

29. Full-Text Online: WORKPLACE HEALTH & SAFETY offers full-text articles online at its Web site, Healio.com/AAOHN. This valuable tool allows subscribers unlimited access to every article in each issue, providing them with an online reference for current as well as archived articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.

30. Publisher’s Liability: The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher’s control.

31. Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

32. Competitor Information: Workplace Health & Safety does not accept advertisements that contain competitor(s)’ names, publication covers, logos or other content.

33. Billing Policy: Billing to the advertising agency is based on acceptance by the advertiser of ‘dual responsibility’ for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

INSERT INFORMATION

34. Availability and Acceptance:
   a) Availability: Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
   b) Acceptance: A sample of the insert must be submitted to the Publisher for approval.

35. Charges:
   a) Furnished inserts billed at black-and-white space rate, at frequency earned. Commissionable.
   b) Tip-in charge: Inserts with 2” lip will have no tip-in charge.

36. Sizes and Specifications: All inserts to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher’s discretion. Inserts are jogged to foot.

CONTACT INFORMATION

Insertion Orders:
Kara Thompson, National Account Manager
856-848-1000 x549
kthompson@slackinc.com

Send inserts to:
Julie Duncan
WORKPLACE HEALTH & SAFETY
Publishers Press
100 Frank E. Simon Avenue
Shepherdsville, KY 40165 USA

Materials:
Send digital ad materials and sample inserts to:
Ann Marie Randolfo
WORKPLACE HEALTH & SAFETY
6900 Grove Road
Thorofare, NJ 08086 USA
856-848-1000 x263
arandolfo@slackinc.com

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