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 5,000 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:

<table>
<thead>
<tr>
<th>Membership/Circulation</th>
<th>4,705</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAOHN Membership</td>
<td></td>
</tr>
<tr>
<td>Other Subscribers</td>
<td>237</td>
</tr>
<tr>
<td>Total Subscribers</td>
<td>4,942</td>
</tr>
</tbody>
</table>

Source: SRDS Statement, June 2013

Workplace Health & Safety consistently provides high readership and exposure for your ads. Reserve your insertions today and be sure thousands of influential decision-makers will see your company or product every month. Let your message saturate the occupational and environmental health sector through Workplace Health & Safety.

89% of readers hold the licensure of Registered Nurse

60% of readers share selected articles with others after reading

Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major nursing meetings in 2014:

| 1,000 attendees | AAOHN 2014 Annual Conference  
| May 6-7, Dallas, TX – April issue |
| 2,000 attendees | National League for Nursing Education Summit (NLN)  
| September 17-20, Phoenix, AZ – September issue |

Exhibit opportunities are also available at the AAOHN 2014 Annual Conference; contact Donna Rosenstock at 1-800-257-8290, ext. 257 or email drosenstock@associationandmeetingsolutions.com.
Digital Advertising

Advertise on Healio.com/AAOHN

9,000 average monthly page views

Reach your target audience through any or all of our impactful ad placements.

Over 27,000 impressions available each month!

Banner ad campaigns only $160 CPM to accommodate any budget.

Exclusive email sponsorship opportunity:

Your ad will display in one prominent location

Only $100 per email

Buy 3, Get 1 Free program available

Free digital exposure for all advertisers

Print or digital 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.
RATES AND DISCOUNTS

1. Effective Rate Date: January 2014 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>¾ Page</th>
<th>½ Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$2,645</td>
<td>$1,955</td>
<td>$1,685</td>
</tr>
<tr>
<td>3x</td>
<td>$2,575</td>
<td>$1,875</td>
<td>$1,570</td>
</tr>
<tr>
<td>6x</td>
<td>$2,445</td>
<td>$1,750</td>
<td>$1,525</td>
</tr>
<tr>
<td>12x</td>
<td>$2,295</td>
<td>$1,705</td>
<td>$1,455</td>
</tr>
<tr>
<td>24x</td>
<td>$2,250</td>
<td>$1,630</td>
<td>$1,395</td>
</tr>
<tr>
<td>36x</td>
<td>$2,180</td>
<td>$1,565</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Charge per color per page or fraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard color</td>
</tr>
<tr>
<td>Matched color</td>
</tr>
<tr>
<td>Metallic color</td>
</tr>
</tbody>
</table>

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 2014 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 2014 and earn valuable discounts in 2015. Spend levels achieved in the year 2014 will determine your SLACK Corporate Discount savings in 2015.
   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 your sales representative for more information.


ISSUANCE AND CLOSING


10. Frequency: 12 times per year

11. Issue Dates: First of the month of issue

12. Mailing Date & Class: Mail 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>12/2/2013</td>
<td>12/12/2013</td>
</tr>
<tr>
<td>February</td>
<td>1/2/2014</td>
<td>1/21/2014</td>
</tr>
<tr>
<td>March</td>
<td>2/3/2014</td>
<td>2/18/2014</td>
</tr>
<tr>
<td>May</td>
<td>4/1/2014</td>
<td>4/18/2014</td>
</tr>
<tr>
<td>June</td>
<td>5/1/2014</td>
<td>5/19/2014</td>
</tr>
<tr>
<td>July</td>
<td>6/2/2014</td>
<td>6/19/2014</td>
</tr>
<tr>
<td>August</td>
<td>7/1/2014</td>
<td>7/19/2014</td>
</tr>
<tr>
<td>September</td>
<td>8/1/2014</td>
<td>8/18/2014</td>
</tr>
<tr>
<td>October</td>
<td>9/2/2014</td>
<td>9/16/2014</td>
</tr>
<tr>
<td>November</td>
<td>10/1/2014</td>
<td>10/17/2014</td>
</tr>
<tr>
<td>December</td>
<td>11/3/2014</td>
<td>11/14/2014</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 2014 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)
      • Interviews
      • Professional Practice (every issue)
      • Research
      • Health Updates (every issue)

17. Origin of Editorial:
   a) Articles or abstracts from meetings:
      c) Solicited: 20%  
      d) Submitted: 80% 
   b) Staff written: 0%  
   e) 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: 4,705
      Is publication received as part of dues?: Yes, Dues: $185
   d) Subscription Rates: U.S.: $117/year; Canada: add 5% tax; outside the U.S.: add $58/year
20. Circulation Verification:
   a) SRDS Sworn Statement: June 2013
   b) Printer & Mailing House: Publishers Press
21. Coverage:
   a) 4,705 American Association of Occupational Health Nurses, Inc.
   b) 237 paid subscriptions
22. Anticipated circulation modifications or changes effective January 2014:
   a) Additions: 100
   b) Modifications: None
   c) Deletions: None
   d) Estimated total circulation for 2014: 5,000

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) Full-Text Online: WORKPLACE HEALTH & SAFETY offers full-text articles online at its
   b) Reprint Availability: Yes, email reprints@healio.com.
28. Publisher's Approval of Insert or Call Publisher Prior to Closing Date.
29. 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.
30. Publisher's Responsibility: 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 any and all claims, suits or 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.
31. Indemnification of Publisher: The Publisher does not accept advertisements that contain competitor(s') names, publication covers, logos 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.

AD REQUIREMENTS

41. Available Advertising Unit Sizes:

<table>
<thead>
<tr>
<th>Size</th>
<th>Paper Stock Max</th>
<th>Paper Stock Min</th>
<th>Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80 lb coated</td>
<td>70 lb coated</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>6, 8 page</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

37. Trimming: Ship folded. Trim size: 8 ¼” x 10 7¼”. Head, foot and outside edge trim ¾”.
38. BRCs:
   a) Pricing: Contact your sales representative for prices.
   b) BRC specifications: 3 ½” x 5” minimum to 4 ¼” x 6” maximum; perforated with ½” lip (from perforation) for binding. Add ¼” for foot trim. Cardstock minimum: 75 lb. bulk or higher.
39. Quantity: Full run — 7,000 (estimated). Exact quantity will be given upon Publisher’s approval of insert or call Publisher prior to closing date.
40. Shipping: Carton packing must have publication name, issue date and insert quantity clearly marked.

CONTACT INFORMATION

Insertion Orders and Ad Materials:
Ann Marie Randolfo
WORKPLACE HEALTH & SAFETY
6900 Grove Road
Thorofare, NJ 08086 USA
856-848-1000 x263
arandolfo@slackinc.com

Send inserts and BRCs to:
Mark Henson
WORKPLACE HEALTH & SAFETY
Publishers Press
100 Frank E. Simon Avenue
Shepherdsville, KY 40165 USA

13-1632