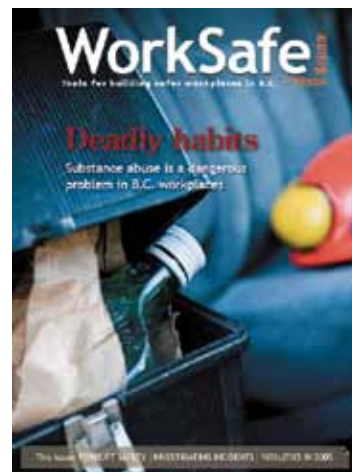


# WorkSafe Magazine

TOOLS FOR BUILDING SAFER WORKPLACES IN BC



ADVERTISING REPRESENTATIVES

OnTrack Media  
E-mail: [worksafebc@ontrackco.com](mailto:worksafebc@ontrackco.com)

Tel 604 639-7763  
Fax 604 677-5239

Suite 302 - 70 East 2nd Avenue  
Vancouver, BC, V5T 1B1

# WorkSafe Magazine

**SAFETY  
FIRST**

**WORK SAFE BC**

TOOLS FOR BUILDING  
SAFER WORKPLACES IN BC

# WorkSafe Magazine

## ADVERTISE WITH US!

B.C.'s most comprehensive magazine on workplace health and safety reaches decision-makers in all industries.

- Printed six times yearly
- Mailed to nearly 30,000 readers



## Our Readers

WorkSafe Magazine, WorkSafeBC's prevention magazine, is the B.C. magazine for people responsible for health and safety in their workplace.

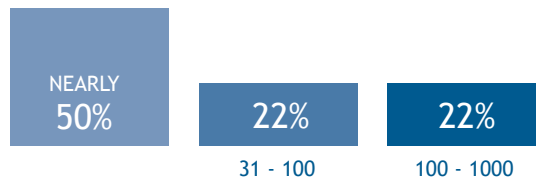
Surveys show that owners, managers, and health and safety coordinators make up nearly half (45%) of the readership of WorkSafe Magazine.

These people are responsible for health and safety in their workplaces, so they need reliable information to help them prevent occupational injury and disease and comply with regulatory requirements. WorkSafe Magazine delivers that information with features like Field Notes, Tool Box, Nuts and Bolts, Top of Mind, and articles on safety innovations and achievements in all industries.

Many WorkSafe Magazine readers choose the products and services necessary to implement their company's health and safety programs effectively, so they rely on our advertisers to help them make informed purchasing decisions.

WorkSafe Magazine's credibility with readers puts your product in its best light. Many readers choose the products and services necessary to implement their company's health and safety programs effectively.

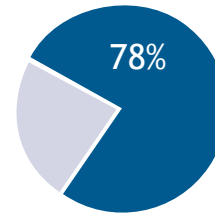
### SIZE OF ORGANIZATIONS RECEIVING WORKSAFE MAGAZINE (Number of Employees)



- About two-thirds have been in business between 11 and 50 years (65%), while less than one-fifth of companies have been in business for less than 10 years (14%).

Large circulation and high readership of WorkSafe Magazine mean your message gets maximum exposure.

## Incentives



- High readership
- Subscribers who read every issue

- **Credibility** - Scored 8.1 among readers on a scale of 1 to 10
- **Accessibility** - One of the top 10 "hits" on the WorkSafeBC web site at WorkSafeBC.com

## About WorkSafe Magazine and WorkSafeBC

WorkSafe Magazine, WorkSafeBC's prevention publication, is printed six times yearly and mailed to nearly 30,000 readers, including occupational health and safety professionals across the province and representatives of leading business and labour groups. The magazine is also available electronically at WorkSafeMagazine.com.

## WorkSafe Magazine helps get the job done

WorkSafe Magazine supports the workers and employers of British Columbia by

- **Educating** workers and employers about accident and disease prevention
- **Sharing** the latest in legislation, regulations, and policies
- **Recognizing** individual workers, supervisors, and employers who have contributed to prevention efforts in their industries

## Advertising Representatives

OnTrack Media  
Suite 302 - 70 East 2nd Avenue  
Vancouver, BC, V5T 1B1  
Tel 604 639-7763  
Fax 604 677-5239  
E-mail: worksafebc@ontrackco.com

## ADVERTISING RATES:

### Display

Black & White	1X	3X	6X
---------------	----	----	----

Full Page	1970	1813	1600
2/3 Page	1520	1420	1336
1/2 Page	1186	1148	1090
1/3 Page	915	859	802
1/6 Page	655	602	552

Two Colour	1X	3X	6X
------------	----	----	----

Full Page	2187	2030	1815
2/3 Page	1735	1638	1552
1/2 Page	1398	1363	1295
1/3 Page	1130	1074	1018
1/6 Page	870	816	767

Four Colour	1X	3X	6X
-------------	----	----	----

OBC	3809	3656	3475
IFC	3233	3064	2884
IBC	2973	2804	2626
Full Page	2584	2461	2248
2/3 Page	2166	2066	1983
1/2 Page	1833	1791	1736
1/3 Page	1562	1506	1449
1/6 Page	1295	1197	1134

### Directory (B/W)

1/8 Pg Hor	325	750	1075
------------	-----	-----	------

\*Advertisers receive one invoice for each frequency.

### Employment Opportunities

Black & White
---------------

Full Page	1035
1/2 Page	620
1/4 Page	515

### Classified

Single 135	Double 210	Triple 315
------------	------------	------------

### Guaranteed Positions

20% over space rate.
----------------------

## ISSUES AND CLOSING DATES

Issue	Space Closing	Material Closing	Inserts at Mailhouse	Mailing
-------	---------------	------------------	----------------------	---------

Jan/Feb 10	Nov 16	Nov 20	Dec 28	Jan 4
Mar/Apr 10	Jan 25	Jan 29	Mar 1	Mar 8
May/June 10	Mar 22	Mar 26	Apr 26	May 3
July/Aug 10	May 24	May 28	Jun 28	July 5
Sept/Oct 10	Jul 26	Jul 30	Aug 30	Sep 6
Nov/Dec 10	Sep 20	Sep 24	Oct 25	Nov 1
Jan/Feb 11	Nov 15	Nov 19	Dec 27	Jan 4

(Effective November 2, 2009)

## AD DIMENSIONS

Advertising sizes	Width"	Height"
-------------------	--------	---------

Full Page	7 1/2	9 3/4
2/3 Page Vertical	4 7/8	9 3/4
1/2 Page Horizontal	7 1/2	4 3/4
1/2 Page Vertical*	3 5/8	9 3/4
1/3 Page Square	4 7/8	4 3/4
1/3 Page Vertical	2 5/16	9 3/4
1/3 Page Horizontal	7 1/2	3 1/8
1/4 Page*	3 5/8	4 3/4
1/6 Page Vertical	2 5/16	4 3/4
1/6 Page Horizontal	4 7/8	2 1/4
Directory ads	3 5/8	2

\*Employment ads only

Magazine Trim	Width"	Height"
---------------	--------	---------

	8 1/2	11
--	-------	----

Bleed Ad Trim Dimensions	Width"	Height"
--------------------------	--------	---------

Full Page	8 1/2	11
2/3 Page Vertical	5 3/8	11
1/2 Page Horizontal	8 1/2	5 3/8
1/3 Page Vertical	2 7/8	11
1/3 Page Horizontal	8 1/2	3 3/4

Technical specifications available upon request.

## GENERAL REGULATIONS, TERMS AND CONDITIONS

a) Copy content and design: All advertising content and design must be acceptable to WorkSafe Magazine, which reserves the right to postpone or refuse, without penalty, publication of any advertisement.

b) Production charges: A surcharge will be levied if production is required. Production costs will be provided upon request.

c) Cancellations and liability for error: Cancellations must be received in writing four weeks prior to space closing. A cancellation fee of 50% of the order will be charged to any cancellation past the space closing date. Covers and premium positions can not be cancelled. Maximum liability for error is restricted to the space rate for the advertisement.

d) All rates are net, in Canadian dollars.

e) Early cancellation of contract is subject to short rating.

## ADVERTISING REPRESENTATIVES

OnTrack Media  
Suite 302  
70 East 2nd Avenue  
Vancouver, BC, V5T 1B1

Tel 604 639-7763  
Fax 604 677-5239  
E-mail:  
worksafebc@ontrackco.com

