



Exclusively for Safety & Training Management Personnel in Utility Markets

Media Planner 2012



incident prevention inc.™

Safety for Utilities, Municipalities & Communication Providers



AUDIENCE

18,000 Safety Managers Who Purchase Safety & Training Products

- Insulated Ergonomic Tools
- Monitoring Devices
- Confined Space Equipment
- Safety Management Software
- Safety Training Products
- Fall Protection
- PPE, AEDs and FR Clothing

MARKET

- Electric Utilities
 - Investor-Owned
 - Municipal
 - Co-op/Rural
 - Power Generation
 - Wind Generation
- Utility Contractors
- Communications
- Gas Utilities

ip Ad Specs & Rates

Advertising Rates Four Color Ad

Size	1x	3x	6x
Full Page	3780	3655	3475
2/3 Page	3215	3130	2955
1/2 Island	2999	2875	2770
1/2 Page	2899	2685	2540
1/3 Page	2490	2375	2295
1/4 Page	2010	1885	1780

Advertising rates above are gross

Send ad materials to:

Incident Prevention Production
448 W. Terra Cotta Avenue., Suite A
Crystal Lake, IL 60014
production@incident-prevention.com



2012 Advertising Specs

AD SIZES

Full Page/Full Bleed	8.5" x 11.125"
Full Page/Non-Bleed	7" x 10"
2/3 Page	4.5" x 10"
1/3 Square	4.5" x 4.875"
1/3 Vertical	2.125" x 10"
1/2 Island.....	4.5" x 7.375"
1/2 Page Horizontal.....	7" x 4.875"
1/4 Page.....	3.375" x 4.875"
2-Page Spread.....	17.5" x 11.125"

PREMIUM POSITIONS

Cover 2, Cover 3	Plus 20%
Cover 4	Plus 25%
All other positions.....	Plus 15%

ELECTRONIC MEDIA Digital Files

Digital files must be submitted in TIFF, EPS, press-ready PDF or PostScript format. Quark files will not be accepted. All color files must be CMYK. Minimum resolution is 300 dpi (150 lpi). Files may be submitted on a CD or via email. Contact publisher for uploading large files.

TRIM SIZE & BLEED

Trim Size.....	8.5" x 10.875"
Bleed Size	8.75" x 11.125"
Spread Bleed Ad	17.5" x 11.125"

Keep live matter at least 1/4" from trim.

Contact Info

Office

Incident Prevention, Inc.
448 W. Terra Cotta Avenue
Crystal Lake, IL 60014
Phone: 815.459.1796
Fax: 815.620.0662
Web: www.incident-prevention.com

Publisher

Carla Housh
carla@incident-prevention.com

Editor

Kate Wade
kate@incident-prevention.com

2012 **ip** Safety Conference & Expo



Photo courtesy of SACVB/Craig Stafford

San Antonio is a unique destination featuring the River Walk, where you can enjoy an unusual urban sanctuary that winds along the San Antonio River in central San Antonio.

May 1-3, 2012
San Antonio, Texas

The iP Safety Conference & Expo is the utility industry's leading education event for safety, training and operations professionals. Don't miss this unparalleled opportunity to meet decision-making buyers of the safety products that you sell. Exhibit space is extremely limited. To reserve your exhibit space, contact us at 815-459-1796.

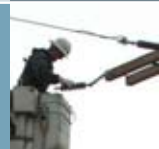


These companies sent representatives to the iP Safety Conference & Expo in 2011

- | | | | |
|--|--|-------------------------------------|--------------------------------------|
| Alabama Power Company | Duke Energy | Lincoln Electric System | Riviera Utilities |
| Alabama Rural Electric Association | Ericsson Incorporated | Los Angeles Dept of Water & Power | Salt River Project |
| American Electric Power | Federated Rural Electric Ins Exchange | Lyntegar Electric Cooperative, Inc. | South Carolina Electric & Gas Co. |
| Anderson & Wood Construction Company, Inc. | First Solar | M.J. Electric LLC | Southern Power District |
| Arizona Public Service | Georgetown Municipal Water and Sewer Service | Minnesota Power | Southside Electric Cooperative |
| Bluebonnet Electric Cooperative | Georgia Transmission Corporation | MN Municipal Utilities Association | Sunflower Electric Power Corporation |
| Bonneville Power Administration | Ghana Grid Company Limited | Muscatine Power and Water | Superior Water Light & Power |
| Butler Rural Electric Cooperative | Gulf Power Company | Nashville Electric Service | Tacoma Power |
| Cherryland Electric | Hawaii Electric Light Company | North Little Rock Electric | Tennessee Valley Authority |
| Chugach Electric Association, Inc. | Hawaiian Electric Company | Northeast Public Power Association | Three Rivers Electric Cooperative |
| City of Ames Electric Distribution | Hawkeye LLC | NSTAR | Tonsa Fence, LLC |
| City of Medicine Hat | Horry Electric Cooperative | Omaha Public Power District | U.S. Bureau of Reclamation |
| Consumers Energy | Huntsville Utilities | Paragould Light, Water & Cable | Utility Safety Technologies |
| Cook Paving & Construction Company | IBEW Local 18-Joint Safety Institute | Piedmont Natural Gas Company | UtilX Corporation |
| Cowlitz County PUD | Johnson City Power Board | Pike Electric, LLC | Westar Energy |
| CW Wright Construction | Kauai Island Utility Cooperative | Pioneer Electric Coop | Willbros T&D Services |
| Davis H. Elliot Co, Inc. | Kentucky Utilities | Powerskills for Life, LLC | |
| Dayton Power and Light Company | Louisville Gas & Electric | Progress Energy | |

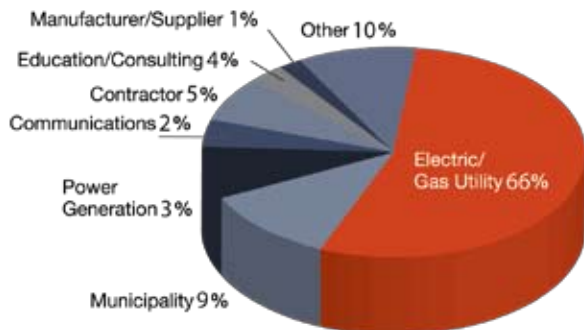


Why Advertise in Incident Prevention?



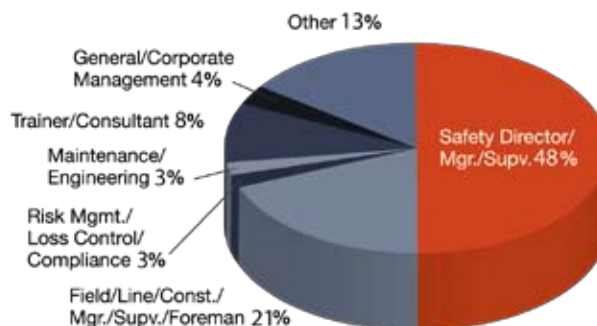
Reach over 75,000 Utility Safety Professionals

iP readers are employed by:



Over 60% of the audience are employed by electric and gas utilities with over 50% coming from electric utilities.

Primary job function of iP readers:



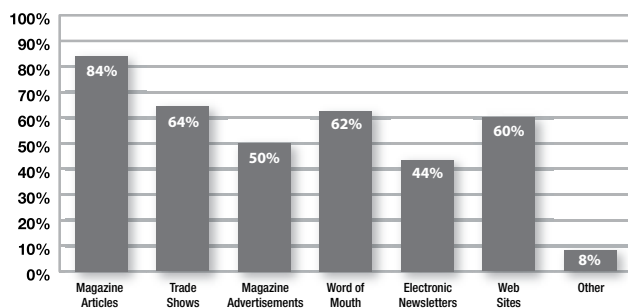
All readers have utility safety responsibility with close to 50% having direct safety titles. iP is the only safety publication that has its focus on the utility safety job function.

Source: September 2010 Reader Survey

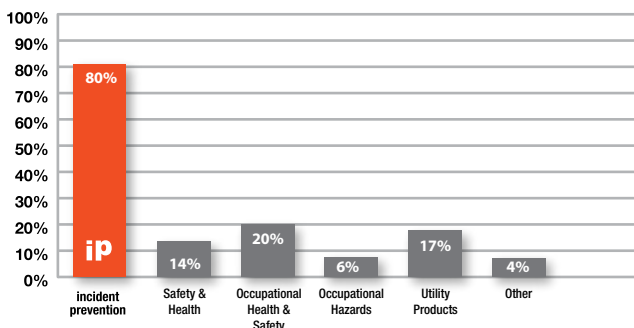
Why Advertise in iP?

- There is simply no other industry magazine which exclusively focuses on safety and training challenges found in the utility industry.
- The readers prefer it over other safety and industry publications.
- iP readers purchase and specify utility safety products for their companies.
- Its readers respect its timely and informative editorial written exclusively for the electric utility safety audience.
- With over 100 years of publishing experience, its staff provides an editorial depth like no other publication in its field.
- Combined packages of print/online/expo offer marketers unsurpassed visibility in the important utility marketplace.

iP is the preferred source for utility safety information.



How do you typically learn about new products and services?



Which one publication does the best job of providing you with utility safety information?

Source: September 2010 Reader Survey

ip Digital

Products



A sample product page with your selection of ad sizes.

Print Advertisers Receive Special Discounts

Home Page Banners

	Prices for Non-advertisers	Prices for Print/Digital Advertisers
Home Page Banner Ad - 650 x 110 pixels	\$1500/mo.	\$750
Skyscraper Ad - 200 x 400 pixels	\$1100/mo.	\$550
Button Ad - 200 x 125 pixels.....	\$800/mo	\$400

Article & Product Directory Pages

(See illustration to the left)

Article Banner Ad - 650 x 110 pixels.....	\$900/mo.	\$450
Directory Banner Ad - 650 x 110 pixels	\$900/mo.	\$450
Skyscraper Ad - 200 x 400 pixels	\$700/mo	\$350
Button Ad - 200 x 125 pixels.....	\$500/mo	\$250

E-Newsletters: New Product & Tailgate Topics

(MONTHLY TAILGATE TOPICS & UTILITY SAFETY PRODUCTS)

Button Ad - 120 x 90 pixels.....	\$500/issue	\$250
Banner - 468 x 60 pixels	\$800/issue	\$400

www-incident-prevention.com

Build Your Brand and Drive Traffic to Your Site

Promote your business on the Incident Prevention website and reach utility safety, training and operations professionals that are interested in buying your products.

E-Newsletters

Tailgate Topics and Utility Safety Products and Services, our monthly e-newsletters, are highly effective communication tools to reach the highly targeted utility safety audience.

Testimonials



What do you like best about iP magazine?

“Everything, there is nothing in the magazine that is not worth reading!”

Marc Evanitus, Reading Training Facility

“Quality articles with pertinent information.”

Russ Barringer, Arizona Public Service Company

“Clear and concise articles that are pertinent to the industry and always up to date.”

Martin G. Meixell, City of Fairmont, MN – Line Department

September 2010
Reader Survey

2012 Editorial Calendar

	Jan/Feb 2012	March/April 2012	May/June 2012	July/August 2012	Sept/Oct 2012	Nov/Dec 2012
Issue Focus	FR Clothing	Fall Protection	Training	Grounding	FR Clothing	PPE
Management Topic	Human Performance	Record Keeping	Incident Investigation	Behavioral Safety	Mutual Aid	Recognizing Active and Latent Errors
PPE Focus	FR Clothing	Head Protection	Skin Protection	Eye Protection	Hearing Protection	Footwear
Safe Equipment Operations	All Terrain Vehicles	Aerial Lift	Chippers	Cranes and Derricks	Confined Space	Snow Removal
Bonus Distribution	PCCA 2012 Convention	IP Safety Conference & Expo APPA Lineworkers Rodeo	IEEE T&D Conference & Exp ASSE Safety Show	Int'l Society of Arborists	NSC Conference & Expo Lineman's Rodeo	TCI Expo Tree Care Arborists
Ad Space Closing Date	12/20/12	3/20/12	5/13/12	7/20/12	9/20/12	11/20/12

Materials due 5 days after ad space closing date

Note: Submit your new products to us and we will feature them as space allows.