

# Award-Winning Magazine

# The Leader



## EDITORIAL CONTENT

*The Leader* is VPPPA's official award-winning magazine. *The Leader* has been recognized by Association Media & Publishing as one of the innovative and enlightening publications among associations. It has also been recognized by the Folio Awards for Editorial Excellence. Readers find articles on the latest regulatory developments in the field of occupational safety and health, best practices, association activities, educational and networking opportunities, as well as the latest VPP approvals. *The Leader* is the national information source for VPP and safety and health excellence!

## READERSHIP

*The Leader* is read by a diverse group of safety leaders, comprised of executive management, safety and plant managers, hourly workers, government officials, union leaders and safety committee members. Association members receive the magazine, as well as subscribers who are interested in learning about VPP and safety and health excellence.

The Spring (VPPPA Show) issue, receives additional distribution to event attendees of VPPPA's 2022 Safety + Symposium. Also, each issue of *The Leader* is sent to every member of Congress, and receives additional readership on our website.

## Why others advertise in *The Leader*...

Based on a survey of our membership...

81%

of readers look for more information on a product or company after seeing an ad in *The Leader*.

88%

have purchasing or influencing power within their company.

82%

read *The Leader* to learn about the latest personal protective equipment and best practices.

## ADVERTISING OPPORTUNITIES DEADLINES

*\*Deadlines and topics subject to change*

*The Leader* is a quarterly publication mailed every February, May, August and November. Space reservations and ad materials are due by the following dates:

Issue	Topic	Reservation	Artwork
Autumn '21	Workplace Violence	9/28/21	10/7/21
Winter '22	Diversity, Equity, and Inclusion (DEI) in Safety	11/19/21	12/10/21
Spring (Show Issue) '22	100 Years of Safety Innovations	3/1/22	3/17/22
Summer '22	Animals & Safety	5/24/22	6/9/22
Autumn '22	Continuing Education & Training	8/30/22	9/13/22

## FEATURED PRODUCT LISTING

This section is designed for companies looking to feature a new safety and health product. The space will include a photo of the product, a description of the product in 40 words or less, the company website and name, phone number, booth number, and email address for the sales contact. The rate is \$500.

To be eligible to advertise in this section, available only for the Spring (Show Issue), the advertiser must be an exhibitor of the Safety+ Symposium. Note that the member discount does not apply to this ad item.

# Award-Winning Magazine

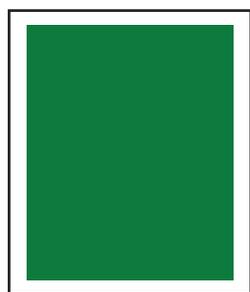
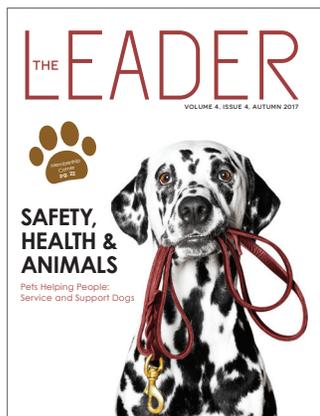
# The Leader

**CIRCULATION:** More than 10,000, including all VPPPA member sites, all members of Congress, and digital copies available on our website

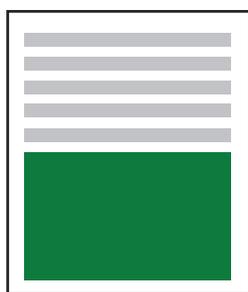
**ISSUANCE:** Four times per year + distribution at the VPPPA national event

**VPPPA SHOW ISSUE:** Distributed in the bags of all attendees on top of standard issue distribution

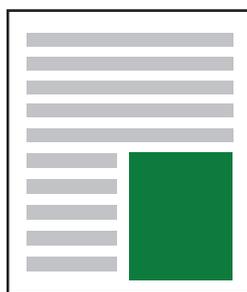
**VPPPA SHOW ISSUE CIRCULATION:** More than 13,000



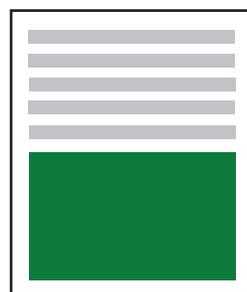
FULL PAGE



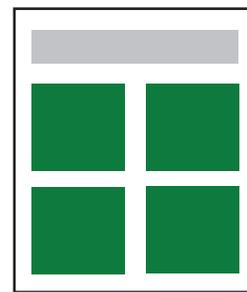
HALF PAGE



QUARTER PAGE



BACK COVER



FEATURED PRODUCT LISTING

## AD SIZES

All measurements are width x height

Full Page, no bleed	7.5" x 10"
Full Page, bleed	
Live Area	7.5" x 9.875"
Trim	8.5" x 11"
Bleed	8.75" x 11.25"
1/2 Horizontal	7.5" x 4.575"
1/4 Vertical	3.625" x 4.8125"
Featured Product Photo	3.5625" x 2.045"
Back Cover, no bleed	7.5" x 4.5"
Back Cover, bleed	
Live Area	8" x 5"
Trim	8.5" x 5.5"
Bleed	8.75" x 5.625"

## PUBLICATION SPECS

Trim Size	8.5" x 11"
Bleed Size	8.75" x 11.25"
Binding	Saddle Stitch
Color	CMYK

## ADVERTISING RATES

Advertising rates for specialty pages include full-color processing. Please convert all artwork, linked files and embedded files to CMYK process colors.

VPPPA members receive a 15 percent discount off regular rates, excluding the Featured Product Listing.

Premium Positions	Show Issue 1X	1X	2x	3x	4x
Cover II	\$6,535	\$4,900	\$4,200	\$3,700	\$3,400
Cover III	\$6,000	\$4,500	\$3,900	\$3,400	\$3,050
Cover IV (Half Page)	\$6,535	\$4,900	\$4,200	\$3,700	\$3,400

Frequency Rates	Show Issue 1X	1X	2X	3X	4X
Spread	\$11,865	\$8,900	\$8,300	\$7,800	\$7,450
Full Page Color	\$5,935	\$4,450	\$3,850	\$3,350	\$3,000
1/2 Page Color	\$3,850	\$2,900	\$2,600	\$2,300	\$2,000
1/4 Page Color	\$2,335	\$1,750	\$1,550	\$1,400	\$1,250
Featured Product	\$500				

# Insertion Order Form

## THE LEADER

ADVERTISING INFORMATION

ORGANIZATION

VPPPA MEMBERSHIP ID

CONTACT PERSON

EMAIL

BILLING ADDRESS

CITY/STATE/ZIP

PHONE

CONTRACT SIGNATURE / *agree to the terms and conditions of this contract.*

## METHOD OF PAYMENT

**Total Due:** \$ \_\_\_\_\_

- Check enclosed    Check # \_\_\_\_\_  
 Visa     MasterCard     American Express  
 Discover     Bill Me

CARD #

EXP. DATE

PRINT NAME OF CARDHOLDER

SIGNATURE OF CARDHOLDER                      DATE

### Terms (see pg. 2 for complete advertising policies)

- + All advertisers are subject to approval of the Publisher.
- + Responsibility for claims and actions based on advertising content is borne by the Advertiser and advertising agency.
- + The Advertiser may only cancel a contract with 30 days written notice.

Issue	Release Month	Ad Type	Special Placement	Rate	Material Deadline	Notes
			<b>Total:</b>			

### Fax Credit Card Payments To:

(703) 761-1148 Attn: Advertising

**Send Credit Card Payments To:** VPPPA, Inc. 7600-E  
Leesburg Pike Suite 100, Falls Church, VA 22043- 2004

# Advertising Policies

## General

1. All advertising is subject to the Publisher's approval. The Publisher reserves the right to reject advertising that does not meet the publication's standards and objectives.
2. The Publisher reserves the right to limit the size of space occupied by an advertisement.
3. Advertiser and advertising agency assume liability for all content (including text representation, illustrations and photographs) of advertisements printed and also assume responsibility for any resulting claims made against the Publisher.
4. The Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
5. The Publisher's liability for any error will not exceed the placement costs for the advertisement in question.
6. No conditions, printed or otherwise, appearing on the space order, contract, billing instructions or copy instructions that conflict with the Publisher's stated policies will be binding on the Publisher.
7. Space reservations are required approximately four weeks prior to issue publications. All ad materials are due one week past the insertion due date.

## Billing and Commissions

1. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
2. A contract period starts from the date of first insertion. Orders are accepted for not more than one year in advance.
3. Advertising will be billed at the one-time rate until such time as other frequency is earned or unless a contract is established with the Publisher.
4. Rates will be guaranteed for the duration of the contract. All advertisers will receive 60 days notice of new rates.
5. Payment in full for advertising is due 30 days from date of invoice. Invoice payment terms are net 30 days. Balances remaining 30 days past the invoice date are subject to a 2% monthly late fee. Invoices 90 days past the due date may void any previously contracted discounts, special offers and/or contracts. Payments received will be credited to the oldest outstanding balance.
6. The Publisher reserves the right to withhold advertising for any account with an outstanding invoice beyond 60 days.
7. There will be an additional 15% charge in addition to the published ad rate for preferred positions. Requests for specified positions at rate of press rate are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.

## Cancellations

1. The Advertiser or Publisher may only cancel a contract with 30 days written notice. No cancellations or charges in insertion order space will be accepted after the space reservation closing date of each issue.
2. Cancellation of an order by an Advertiser or agency for any reason is subject to cancellation fee of 50% of the advertising rate and will result in an adjustment of the frequency rate based upon past and subsequent insertions to reflect the actual space used.

## Copy

1. The Publisher accepts no responsibility for the condition of original advertising copy submitted for publication.
2. All composition costs incurred by the Publisher for typesetting, corrections and alterations will be charged to the Advertiser.

## Breach of Contract

1. A breach of contract will result in a 50% penalty and forfeit of any discounts.
2. For a breach of a multi-ad placement contract the advertiser will lose the discounted rate.
3. The rates described in the contract will be honored as long as the contract is valid.