

# SHP

## Why advertise online?

Online advertising is one of the few areas of advertising in the UK that is experiencing a period of growth.

According to the Internet Advertising Bureau (IAB), the total UK online advertising spend reached nearly £3billion last year, representing 15 per cent of the total UK marketing spend. This ranks online advertising as third in overall marketing expenditure – behind TV and print media advertising.

It is predicted that this level of online spending will continue to rise, eclipsing TV advertising expenditure as the number one in the next few years.

Why is this? As more people turn to the Internet as their primary source of information, advertisers are starting to see genuine benefits and results from marketing their products online.

The advantages of an online advertising campaign include:

- Measurable results
- Immediate response
- Tailor-made messages for specific audiences
- Packages to suit all budgets, big or small
- Varied and innovative ways to communicate with your market and generate leads through interactive events, such as webinars and virtual fairs

# online media pack

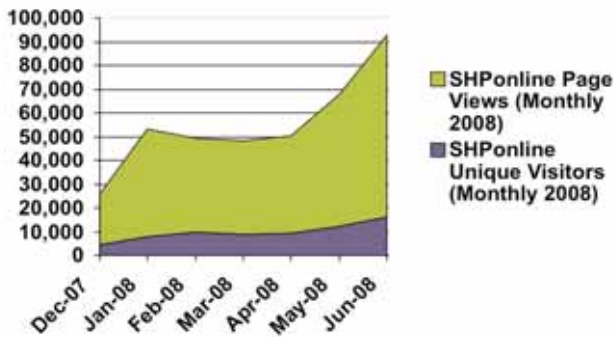


# Why choose SHP's digital products to market your brand or product?

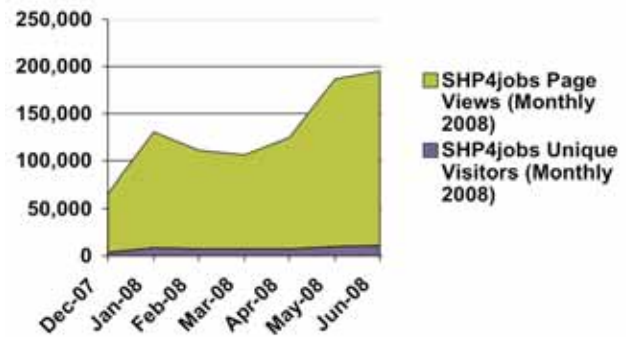
As the official magazine of the Institution of Occupational Safety & Health (IOSH) and winner of the PPA's Monthly Business Publication of the Year 2007, SHP is ideally placed to build on its reputation as the UK's number-one occupational health and safety print publication and deliver first-class websites and e-newsletters.

SHP is published by CMPi, which runs a number of award-winning and market-leading business-to-business websites. These sites serve their industries with the latest that digital media has to offer, including webinars, community building, and social networking.

## SHPonline traffic growth



## SHP4jobs traffic growth



## CPM advertising

To offer advertisers the best possible value for money when advertising with us, we operate the internationally recognised DoubleClick system for managing banner, skyscraper and button advertising on our sites.

DoubleClick enables us to sell advertising on a cost-per-thousand-views basis (known as CPM).

Clients pay for online advertising based on the number of times their advert is displayed. Advert spots are bought in units of 1000 views. Advertising is then automatically displayed on the site as per this contract.

This offers the following advantages to clients:

- You only pay for adverts that are viewed
- Buy a small or large number of views, according to your needs
- All advertising is accounted for, and we can provide a report on exactly how your campaign performed
- Adverts can appear on every page of the site, offering maximum marketing exposure for your brand, product or service – even to casual browsers

For more information on DoubleClick, visit: <http://www.doubleclick.com>

## SHPonline

With a totally redesigned home page; news updated every day; in-depth court reports on major prosecutions; the latest guidance, research and changes in legislation; product news; and dynamic scroll-listings of the latest jobs and events on every page – SHPonline is the first port of call for anyone working in health and safety who wants to keep themselves up to date.

Since the beginning of 2008, SHPonline's traffic has almost doubled in terms of unique visitors, and trebled in terms of page views. This level of traffic is set to grow to mirror the continuous development of site content and features.

In June 2008, SHPonline registered 16,222 unique users and 76,494 page views.



Welcome to the latest issue of SHPlus, the weekly e-mail newsletter from SHP.

This week has seen young people and the workplace on the agenda of parliamentarians as [MPs debate IOSH plan on young workers](#).

It also emerged that there are [Loophole concerns over adventure activities licensing](#) following the death of a nine-year-old girl in a canoeing incident.

And employment agencies in the east of England have been put on alert as it is announced: [HSE to carry out checks on migrant workers in Cambridgeshire](#)

Lots of you have used our increasingly popular [comment function](#) to have your say on



## SHPlus newsletter

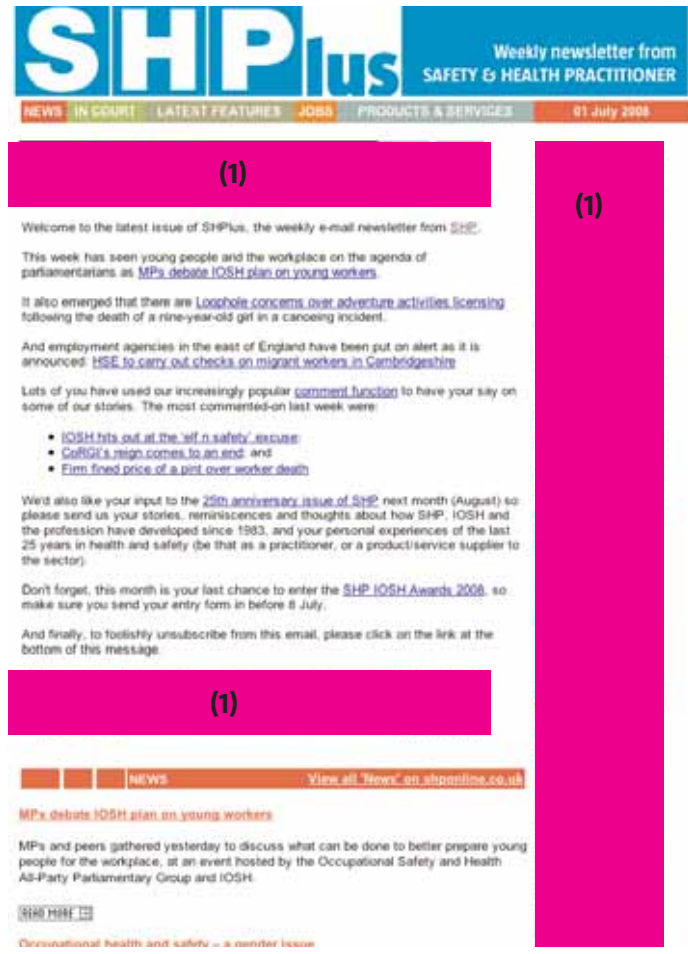
Launched as a monthly email newsletter in January 2007, SHPlus is now delivered to more than 19,000 opt-in subscribers every Tuesday morning. It includes the latest news, court prosecutions, features, research and guidance, featured jobs, and product news from SHPonline and SHP4jobs.

With average open rates of 36 per cent, and click rates of 19 per cent, can you afford not to advertise in SHPlus?

# Advertising in SHPlus and SHPonline

If you are launching a new product or service on to the health and safety market, it makes sense to ensure information about it reaches the biggest and most relevant audience in the sector.

There are numerous commercial opportunities to market your brand or product in SHPonline and SHPlus. These include banner, skyscraper and button positions, as well as product and service entries – and with CPM pricing, we can put together a package that suits your individual needs.



## Banners, skyscrapers and buttons (1)

To achieve a really high impact, advertisers can use multiple display advertising on the same page.

All display advertising on SHPlus is compatible with the dimensions and specifications used for display advertising on SHPonline (see Advertising dimensions and file sizes for SHPonline below).

## Featured products (2)

Featured product entries in SHPlus include 100 words and a photo of your product online, with links to any page on your site (URL required).

Entry includes one appearance in a weekly issue of SHPlus, and in the Products & Services section of the magazine (monthly). Featured product entries in SHPlus link to an editorial page on SHPonline, which is dedicated to your product or service. On this



page a direct link to your website will be included, as well as a link to allow readers to send an email directly to your sales department.

## Featured events (3)

The best way to market your event – whether it be a conference, seminar or course – to the widest audience is to have it appear on every page of SHPonline.

All events added to our website appear in the scrolling Events box on the right-hand side of each page of the site. Your entry includes a link to your event website (URL needs to be provided), and your booking email address, and a phone number for enquiries.

We will also include a line in the opening section of SHPlus, which links to more information on the event on SHPonline.

# SHPlus and SHPonline rate card

<b>Advert type</b>	<b>Cost in SHPlus</b>	<b>SHPonline (CPM)</b>
Banner	£600 per week	£25 per 1000 page views
Full skyscraper	£700pw	£25 per 1000 page views
Half skyscraper	£400pw	£25 per 1000 page views
Button	£300pw	£10 per 1000 page views
New product	£250pw	Online entry is included
Event	£250pw	Online entry is included

Please note that all display advertising in SHPlus (excluding product entries) will receive an additional 1000 page views on SHPonline.

Technical specifications for adverts on SHPonline:

- Creatives and all campaign details (start and end dates, URL, area(s) of site where advert is to appear) are to be sent no later than five working days before the ad is due to go live on the site
- Creatives must be sent as attachments to an email, and not embedded within the email
- Sound is not permitted on any adverts, unless user-initiated

## **Advertising dimensions and file sizes for SHPonline:**

Banner: Dimensions:	468x60	Maximum file size: 30KB
Buttons: Dimensions:	120x60, 120x90	Maximum file size: 10KB
Half sky: Dimensions:	120x240	Maximum file size: 20KB
Full sky: Dimensions:	120x600	Maximum file size: 20KB

File types:

Only JPGs, GIFs and animated GIFs are accepted. (NB: We are unable to use Flash (SWF) files on SHPonline.)

Please send all creative to [Lmads@cmpi.biz](mailto:Lmads@cmpi.biz)



## **SHP4jobs – the official jobs site of IOSH**

SHP has long been the first port of call for anyone keen to progress their career in occupational health and safety.

To improve our service to readers and recruiters alike, in March 2007 we launched a dedicated careers site, SHP4jobs, which has proved increasingly popular (see graph on previous page). In June 2008, SHP4jobs registered 11,252 unique users and 183,810 page views.

The beauty of SHP4jobs is its simplicity, and the myriad advantages it offers to both recruiters and job-seekers.

### **Job-seeker benefits of the site include:**

- An intuitive search system, which allows results to be filtered with one click
- The ability to sign up to one or more 'jobs by email' alerts in a matter of seconds
- The possibility to apply for jobs online, or contact the employer directly via the contact details provided
- A profile area, where you can manage your applications, jobs shortlist, and email alerts
- A recruiter A-Z search function, where you can look for vacancies at a specific company

### **Employer/recruiter benefits include:**

- A candidate management system, which allows you to track applications, job statistics, and send messages to job applicants
- The facility to upload your own jobs instantly
- The option to pay online for job vacancy postings (via credit card)
- Ability to upload jobs via Broadbean

# Advertising on SHP4jobs

There are many ways to advertise a position on SHP4jobs. Recruitment agencies can also increase awareness of their brands with display advertising.

## Display advertising

Banners, skyscrapers and buttons on SHP4jobs

Ad dimensions and file sizes:

Position	Dimensions	Price per week
Top banner	468 x 60 pixels	£250
MPU (Message Plus Unit)	336 x 280 pixels	£250
Skyscraper	160 x 600 pixels	£275
Spot ad right	160 x 160 pixels	£250
Featured recruiter	160 x 160 pixels	£150

## Job adverts

Position	Price for 8 weeks	Extras	
Single posting	£1000 per job	Branded job	£150/week
2-5 jobs	£800 per job	Featured job (SHPlus)	£150/week
		Contract jobs	£200/4 weeks
		Company profile	£1000/annum

The screenshot shows the SHP4jobs website interface. At the top, there's a navigation bar with links like Home, Find a Job, My Profile, etc. Below that, a search bar and a list of 357 health and safety jobs are displayed. The main content area features several job listings, each with a company logo and a brief description. On the right side, there are sections for 'Advertise with us' and 'Featured recruiters' including logos for GCHQ, Allen & York, and The HSE. At the bottom, there's a 'Careers Advice' section and a slogan 'IS THE DIFFERENCE'.

## Contacts / Deadlines for SHP4jobs

Creative work and an accompanying ad insertion form should be sent to [bewebteam@cmpi.biz](mailto:bewebteam@cmpi.biz) no later than three working days prior to insertion.

For queries and further information regarding technical specifications please contact: Greg Morris on 020 7560 4255 or email [bewebteam@cmpi.biz](mailto:bewebteam@cmpi.biz)

## Technical requirements for SHP4jobs

File Format: GIF, Animated GIF, JPEG, Flash\*  
 URL: In each case an active URL (web link) must what???

### \* - Flash notice

Any video or sound contained within a creative can only play with user interaction. This must be click-based as opposed to mouseover interaction.

A back-up of the ad should be supplied in GIF or JPG format for visitors, without Flash installed.

To track click-throughs, a click-tag must be embedded into the file and a URL supplied to us. The actionscript to be embedded in the Flash file should appear as follows:

```
on (release) {
    getURL(clickTag, "_blank");
}
```

# What is a webinar?

The screenshot shows a webinar interface. At the top left is the SHP logo with the text 'Official magazine of IOSH'. To its right is a 'Sponsored by' banner for 'KELVIN TOP SET' with the text 'Improve Incident Investigation Effectiveness' and the website 'www.kelvinonline.com'. Further right is the text 'Piper Alpha – 20 Years On'. Below the SHP logo is a list of speakers: Chris Allen, Oil&Gas UK; Jake Molloy, OILC; Ian Whewell, Health and Safety Executive (HSE OSD); Tim Southam, Progress Through People, IOSH Offshore Group; and Tina Weadick, SHP Magazine. Below the speaker list is a video player showing 'Playing: 17Kbps 35:01/Live'. To the left of the main content area is an 'Ask A Question' section with a text input field and a 'Submit Question' button. Below this are 'Help' and 'Preferences' links. At the bottom left is a 'POWERED BY ON24' logo. The main content area features the title 'Piper Alpha – 20 Years On' and 'Questions and Answers' in large text. Below this is the SHP logo and 'KELVIN TOP SET' logo. At the bottom of the main area is the text: 'Interested in finding out more about our online seminars? Please contact Michael Oakes at [moakes@cmpl.biz](mailto:moakes@cmpl.biz)'. At the very bottom are four buttons: 'Speaker Bios', 'Download Slides', 'Feedback Form', and 'Enlarge Slides'.

Webinars are Web-based, interactive online seminars (audio and/or video) that viewers 'attend' via their PCs.

Webinars provide viewers with valuable industry information in an interactive format. They include presentation slides and interactive audience features, such as live Q&As, polls, surveys, and much more.

The webinar is then made available for up to 12 months in an on-demand format on the host's website, so your sponsorship rewards don't stop when the session ends.

## Webinar sponsorship

SHP's editorial team leads the topic development stage, and recruits the speakers, analysts, and other experts. As an editorial webinar sponsor, you'll receive premium logo positioning on all marketing materials for the event – banner advertising, listing in magazines, and in all direct email marketing used to drive traffic to the webinar – pre and post-event.

If leads are what you're looking for, by sponsoring at the lead-generation level, you can download qualified sales leads from a 24/7 reporting tool that captures all the demographic information collected during registration for the event.

Our webinars capture a significant amount of valuable data, which is shared with our sponsors. This includes:

- Demographic information on all registrants (name, address, job title, company, email, phone, fax)
- Bespoke registration question responses (up to 5 separate questions)
- Post-event survey results (up to 10 separate questions)
- Any stored Q&A and polling results from the live event
- Detailed attendance record: time spent on event, questions submitted, etc

The benefits of sponsoring a webinar include:

- Leads: webinars are true lead-generation programmes that provide qualified sales leads and a detailed portrait of your audience
- Leadership positioning: webinars are an effective way for market-leaders to assert their position in the market, and also for smaller companies to punch above their weight
- Increasing influence: a significant edge over the competition, who are not yet reaching these audiences online
- Lasting impact: unlike a traditional sit-down seminar, a webinar is available on-demand, with lead reporting for up to 24 months
- Wide-reaching: unlike traditional seminars, webinars are not limited to geographical region, or restricted by venue size
- Responsible advertising: webinars are a cost-effective, environmentally friendly way to reach a large and targeted audience
- Time-efficient: webinars provide a valuable return for attendees, while asking for only a nominal time investment

We have a dedicated project management team for all our online events. This team will guide you through the webinar process, provide you with all the information you need, and take away any confusion from the process.

For more information on SHP webinar topics and sponsorship opportunities, please contact [Dave Bishop](#).

## Contacts

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