



# 2023 VPPPA MARKETING GUIDE

Connecting you with  
leaders committed  
to safety excellence

# REACH TOP SAFETY DECISION MAKERS

VPPPA's mission is to be a leader in health and safety excellence through cooperation among communities, workers, industries, and government. Your advertising will reach corporate-level safety managers, government representatives from the Department of Labor (DOL), Defense (DOD), Energy (DOE), and similar state-plan agencies.

The Voluntary Protection Programs Participants' Association, Inc. (VPPPA) is your portal to the safest and most progressive companies in the nation. Reach thousands of employees who drive the safety and health process at their worksites. VPPPA offers countless opportunities to promote your products and services, highlight your achievements, and increase your name recognition among representatives from more than 2,000 member sites.

Let VPPPA customize a marketing plan for your company to maximize your exposure across multiple platforms and save you money.

**"Bottom line—it's an awesome association where we are treated as partners in safety vs advertisers!"**

—VP, ROCO RESCUE

## SAMPLE OF TOP 10 REPRESENTED INDUSTRIES

- Chemical
- Paper
- Utilities
- Petroleum
- Professional Services
- Food
- Specialty Trade Contractors
- Wood Products
- Transportation Equipment
- Warehousing

## SAMPLE OF FORTUNE 500 COMPANIES REPRESENTED

- American Airlines
- Chevron
- Cintas
- Coca-Cola
- ConocoPhillips
- Delta Airlines
- Exxon Mobil
- Honeywell International
- Marathon Petroleum
- PepsiCo
- Pfizer
- Phillips 66
- Valero
- Walgreens

**"We're proud to partner with VPPPA . . . they provide very high value to their membership and vendor partners in a crowded field of safety content and messages."**

—VP OF SALES/MARKETING, ERICSON MANUFACTURING

**2,000+**  
Member Sites

More than  
**1,000,000**  
employees

**88%**  
of our prime contacts have  
purchasing or influencing  
power within their company

## PROFESSIONS INCLUDE

- Environmental Health & Safety VPs, Directors and Managers
- VPP Supervisors, Managers and Coordinators
- Representation from the DOD and DOE
- Union Representation
- Consultants
- Operations

## THE LEADER MAGAZINE

**80,000+** copies distributed annually in both digital and print format

## WEBSITE ADS

**13,000** successful referrals per year

## VPPPA WEBSITE

**278,365** annual page views

## WEBINARS

**90** attendees on average

## SOCIAL MEDIA FOLLOWING

**2.2k** Twitter followers

**2.1k** Facebook followers

**2.1k** LinkedIn followers

# VPPPA'S AWARD-WINNING MAGAZINE, THE LEADER



## EDITORIAL CONTENT

The *Leader* is VPPPA's official award-winning magazine, written for safety professionals by safety professionals. The *Leader* has been recognized by Association Media & Publishing as one of the most innovative and enlightening publications among associations. It has also been recognized by the Folio Awards for Editorial Excellence.

Readers consistently look to the *Leader* to 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.

## 2021 READERSHIP STUDY RESULTS

**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 more about the latest personal protective equipment and best practices

## ADVERTISING OPPORTUNITIES DEADLINES

*\*Deadlines and topics subject to change*

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

Issue	Topic	Reservation	Artwork
Winter '23	Trench Safety & Excavation	11/18/22	11//25/22
Spring '23 (Show Issue)	Global Safety	2/10//23	3/17/22
Summer '23	Industrial Hygiene	5/5/23	5/12/23
Autumn '23	Technology, Augmented Reality, & Virtual Reality	8/11/23	8/18/23

[Click here to view the most recent issue of the \*Leader\*](#)

For questions, call our Advertising Department at 703-761-6518. Email inquiries to [advertising@vpppa.org](mailto:advertising@vpppa.org).

# LEADER RATES AND SPECS



## CIRCULATION

More than 80,000 hard copy and digital distribution recipients per quarter. This includes all VPPPA member sites, members of Congress, and publication subscribers.

## ISSUANCE

Quarterly, 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 copies distributed

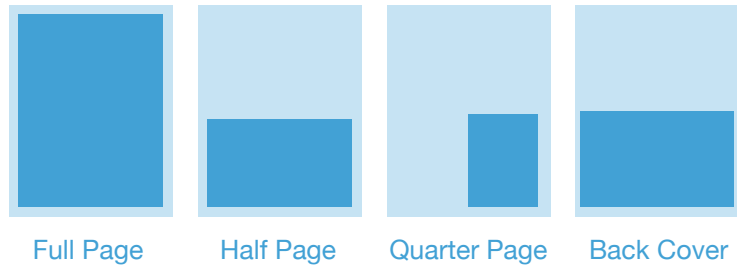
## PUBLICATION SPECS

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

## AD SIZES

(width x height)

Full Page, no bleed 7.5" x 10"  
 Full Page, bleed  
     Live Area 7.5" x 10"  
     Trim 8.5" x 11"  
     Bleed 8.75" x 11.25"  
 ½ Horizontal 7.375" x 4.575"  
 ¼ Vertical 3.5625" x 4.8125"  
 Back Cover, no bleed 7.5" x 5"  
 Back Cover, bleed  
     Live Area 7.5" x 5"  
     Trim 8.5" x 5.5"  
     Bleed 8.75" x 5.75"



## ADVERTISING RATES

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

New advertisers receive a 10 percent discount off regular rates. VPPPA members receive a 15 percent discount off regular rates. This excludes any "Special Section" placements.

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

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

# VPPPA'S ON THE LEVEL MONTHLY E-NEWSLETTER

VPPPA distributes a consolidated, monthly e-newsletter to inform members about current hot topics in the safety and health industry, association highlights, updates from OSHA, and more. The e-newsletter is sent out on the third Thursday of every month.

## READERSHIP PROFILE

VPPPA's electronic publications reach thousands of corporate executives, safety and plant managers, hourly workers, government officials, union leaders and safety committee members.

You can view an example of an "On the Level" blast [here](#).

## ADVERTISING RATES BANNERS

Insertions	Member	Top Position	Non-Member	Top Position
4 Month Placement	\$2,200	\$2,550	\$2,650	\$3,050
6 Month Placement	\$3,300	\$3,800	\$3,950	\$4,550
12 Month Placement	\$5,500	\$6,325	\$7,950	9,150

## Featured Ad

One opportunity per blast. This ad is an exclusive banner ad, centrally located, twice the size of a standard banner to draw attention.

Insertions	Member	Nonmember
1 Insertion	\$750	\$1,000

## SPONSORED E-BLASTS - \$2,500

We now offer a limited number of sponsored e-blasts that can be created by the sponsor and will be distributed to the VPPPA network on behalf of the sponsor.

- Only 6 sponsored e-blasts available per year
- Materials needed two weeks prior to launch date
- Available bi-monthly

Distribution: Sent out to VPPPA's opted in email list of more than 8,600 members and subscribers



## BILLING

Advertising will be billed as established in writing with the publisher. Payment is due within 30 days of receipt. Payments received will be credited to the oldest outstanding balance.

## MECHANICAL SPECIFICATIONS (pixel width x height)

- Banner: 595 x 65
- Promoted Content:
- Image: 287 x 189 + 50 word or less teaser+ URL to link to + Word(s) to link URL to
- Accepted file types: JPG, TIF, GIF

Send artwork to VPPPA at

[Advertising@vpppa.org](mailto:Advertising@vpppa.org)

Subject: Advertising

Ad artwork is due on the second Friday of each month, and inclusion is on a first come, first served basis.

## Sponsored E-blast Impressions

22% 18%

Open Rate

Click-Thru Rate

# VPPPA DIGITAL OPPORTUNITIES



## EVENT E-BLAST BANNERS

Event e-blasts are the official method of communication for the association’s events, and serve as a unique opportunity for your company or organization to optimize their visibility. 2023 event e-blast opportunities include the Annual Self-Evaluation Day and the 2023 Safety+ Symposium and other virtual and in-person opportunities. Both provide pertinent information on event news, important deadlines, registration and attendee information.

**Distribution:** Event e-blasts are sent to members, attendees and potential attendees, Safety+ exhibitors and potential exhibitors, totaling more than 20,000 recipients.

## HIGH-TRAFFIC EVENT BLAST BANNERS

High-Traffic event e-blasts contain information that elicits a larger response from readers including early bird registration deadlines, regular registration deadlines, and blasts sent out in the month leading up to the event, mid-August-September. These e-blasts trend towards significantly higher open and click-through rates.

Ad artwork is due the Friday before the newsletter is published.

Rates	Member	Nonmember
High Traffic Banner	\$750	\$850
Standard Banner	\$500	\$600

Banner Dimensions: 595 x 65px (pixel width x height)  
Accepted file types: JPG, TIF, GIF

## VPPPA WEBSITE ADS

### Banner Ad

This ad type can be placed on any page and will be linked to the URL of your choice.

- Specs: 970x90 px (pixel width x height)  
Accepted file types: JPG, TIF, GIF + URL required

### Margin Ad

This ad type falls on the side margin of any page on the VPPPA website and is linked to the URL of your choice.

- Specs: 300x250 px (pixel width x height)  
Accepted file types: JPG, TIF, GIF + URL required

### Member Directory Ad

This ad will be located in VPPPA’s new online Member Directory as members search for product and service providers. Don’t miss this great

Rates	1x	4x	6x	Full Year
VPPPA Home Page Banner Ad	\$1,500	\$5,400	\$7,650	\$14,000
VPPPA Home Page Margin Ad	\$750	\$2,700	\$3,825	\$7,200
VPPPA Event Page Banner Ad	\$2,500	\$9,000	\$12,750	\$24,000
VPPPA Event Page Margin Ad	\$1,000	\$3,600	\$5,100	\$9,600
VPPPA Event Page (High Traffic Months) Banner Ad	\$3,000	\$10,800		

# VPPPA DIGITAL OPPORTUNITIES

*Continued*



## SPONSORED CONTENT

### Sponsored Webinars—\$3,000

VPPPA holds monthly webinars to keep both our members and followers up-to-date on the latest industry best practices, trends, and OSHA updates; the webinars connect OHS leaders from a wide variety of fields to professionals looking to enhance their knowledge and strengthen their skills. Join us as a thought leader or sponsor (or both) to become associated with the industry leaders in safety and health education. Webinar sponsors may choose to provide their own presenter (based on VPPPA approval) or sponsor a VPPPA-led webinar. All webinar sponsorship opportunities include:

- Access to the attendee contact list
- Up to three slides to introduce your company
- Promotion on VPPPA's website
- Inclusion in promotional emails related to the webinar
- Social media posts on all of VPPPA's channels (Facebook, LinkedIn, Instagram, and Twitter)
- Access to a recording of the webinar

### Sponsored Labor Summit Webinar Series—\$3,000

**\*Ask for pricing for 4,6 or 12 month series sponsorship**

This series is an opportunity for labor representatives to speak on specific topics related to front-line workers, VPP journeymen, and issues that affect employees in the field. Topics and speakers are curated by our Labor Summit Committee Chair and pulled from our network of members. All webinar sponsorship opportunities include:

- Access to the attendee contact list
- Up to three slides to introduce your company
- Promotion on VPPPA's website
- Inclusion in promotional emails related to the webinar
- Social media posts on all of VPPPA's channels (Facebook, LinkedIn, Instagram, and Twitter)
- Access to a recording of the webinar

### Sponsored Blog Posts—\$500

VPPPA's award-winning blog puts a spotlight on timely, relevant industry topics and trends. We work with our blog post sponsors on content ideas and provide extra exposure for any blog post that is sponsored. All posts are promoted on social media and will receive a custom branded graphic and the ability to feature the sponsor's logo alongside the blog post.

**90 attendees**

**on average attend  
VPPPA webinars**

# 2023 SAFETY+ ENGAGEMENT OPPORTUNITIES

## PASSPORT TO PRIZES

The VPPPA Passport to Prizes is distributed to attendees in the exhibit hall during the Safety+ Symposium. Exhibitors have the opportunity to reserve a space in the Passport to Prizes to drive traffic to their booths and provide attendees with information on their products and services. Attendees are competing to win a prize by completing the Passport.

Guaranteed high booth traffic, as our attendees love prizes!

*\*Open only to exhibiting companies*

### One Passport to Prizes Space

If ordered by 12/31/22: \$2,000  
By 1/31/23: \$2,500  
After 1/31/23: \$3,000

### Deadlines

Reservations: 6/28/23  
Materials: 7/7/23



## SAFETY+ MOBILE APP

The Safety+ Mobile App will be the main source of information for Safety+ attendees, featuring the full agenda, event map, exhibitors, sponsors, and more, along with up to the minute notifications on workshop changes and other important announcements. Each rotating banner received more than 50,000 views over the course of the event. Limited advertising opportunities are available in the Safety+ Mobile App. For more details, contact [advertising@vpppa.org](mailto:advertising@vpppa.org).

### Deadlines

#### Splash Screen - \$15,000

Reservation: 4/5/23  
Artwork Due: 4/26/23

#### Banner

Reservation: 8/9/23  
Artwork Due: 8/16/23

- 90% of Attendees downloaded the Mobile App
- More than 24,000 page views during the event

## MOBILE APP BANNER AD—\$2,000

A limited number of banner ads will be available that scroll at the top of the mobile app throughout the event and can be linked to the advertiser's URL.

## MOBILE APP NOTIFICATION—\$1,000

A great way for exhibitors to reach out to event attendees is by creating a notification message that will be sent to the phones of each of our attendees at a scheduled time during the show. Promote your giveaway at your booth or provide information about your company that can be linked directly to your exhibitor page or website.

### Deadlines

Reservations: 7/12/23  
Notification messages due by: 8/2/23

*\*Content will be reviewed by VPPPA for approval.*

## MOBILE APP AD SIZES

(pixel width x height)

### Splash Screen

iPhone 5 and up/	
Androids	1242 x 2208
Tablets (portrait)	1536 x 2048
Tablets (landscape)	2048 x 1536

### Mobile App Banner

Mobile Banner	640 x 150
Tablet/ Online Banner	552 x 150

### Safety Margins:

Left: 290 pixels  
Right: 290 pixels

*\*The safety margins ensure that branding sponsor logos and other important elements don't get cut off during device rotation.*



# 2023 SAFETY+ SYMPOSIUM SPONSORSHIP LEVELS

VPPPA's annual Safety+ Symposium is the largest annual gathering of employees working toward the improvement of occupational safety and health, particularly through the Voluntary Protection Programs (VPP).

Don't miss this exclusive sponsorship opportunity to reach the best of the best in workforce protection. VPPPA sponsorship opportunities are tailored to fit any budget. 2023 Safety+ exhibitors and/or members of the association (except for Affiliate Members who are not exhibiting) can select from a comprehensive range of sponsorship opportunities and levels.

SPONSORSHIP BENEFITS	Star Level \$25,000 & above	Premier Level \$20,000– \$24,999	Diamond Level \$10,000– \$19,999	Platinum Level \$7,500– \$9,999	Gold Level \$5,000– \$7,499	Silver Level \$2,500– \$4,999	Bronze Level \$1,000– \$2,400
Recognized in the Safety+ Mobile App	★	★	★	★	★	★	★
Dedicated Event Signage	★	★	★	★	★	★	★
Sponsor listing on VPPPA's event page with link to sponsor website	★	★	★	★	★	★	★
Highlighted during the Opening General Session	★	★	★	★	★	★	★
First right of refusal on the same sponsorship opportunity the following year (Through October 12, 2023)	★	★	★	★	★	★	★
One complimentary banner ad in either of VPPPA's electronic publications: event e-blasts or monthly newsletter, On The Level	★	★	★	★			
An event banner in the general session room highlighting your sponsorship	★	★	★				
One complimentary event registration			★				
Two complimentary event registrations	★	★					
A reserved table at the front of the room during the closing general session	★	★	★				
One complimentary full page ad in the Autumn 2023 edition of the <i>Leader</i> magazine.	★	★					
Banner in the Safety+ mobile app, excluding home splash page	★	★					
An invitation to the closed Board of Directors Reception	★	★					
Full page ad in the Spring 2023 issue of the <i>Leader</i> magazine if booked by March 1, 2023	★						
Year Round Benefit: Web ad scrolling on VPPPA's homepage	★						
Year Round Benefit: Sponsor mention and logo placement in "On The Level," VPPPA's monthly e-newsletter	★						

# 2023 SAFETY+ SPONSORSHIP OPPORTUNITIES

We would be happy to customize a package to fit your sponsorship goals whether you are looking for **Brand Exposure, Lead Generation, or Demonstrating your stance as a Leader in Safety and Support for VPPPA.** While all opportunities will be tailored to your goals after a consultative call with our Sponsorship team, below are some opportunities that may be of interest.

## TANGIBLE BRANDING

Put your logo right in the hands of our attendees to extend the life of your sponsorship investment.

### Hotel Key Cards—\$15,000 (exclusive)

The sponsor's company logo on one side of the hotel guest room key card (one or two colors for logo ONLY). Each attendee will receive a key card when checking into official event hotels.

### Water Bottles—\$20,000 (exclusive)

Sponsors will get their company logo or brand name in one-color print on sport water bottles to be distributed to all event attendees. VPPPA will choose the type of bottle to be distributed and will share a sample with the sponsor for approval.

### T-shirt Sponsorship— \$2,500–\$20,000

Sponsor will get their company logo or brand name prominently printed in one-color on the event t-shirt to be distributed to all event attendees. VPPPA will choose the type of t-shirt to be distributed and will share a sample with the sponsor for approval.

*Exclusive sponsorship entitles company to a large logo centered at the top of the shirt. Partial sponsors (\$2,500) are entitled to a smaller logo placed with a limited number of additional sponsor logos.*



## EXPERIENTIAL OPPORTUNITIES

We will work with you to create a custom experience tailor-made to generate buzz among attendees that provide a unique opportunity to highlight your brand.

### VPPPA Health and Wellness Sponsor—\$15,000

The VPPPA will be featuring a number of resources and activities that will keep the health of attendees in mind. Examples will include exercise and movement sessions, health screenings, and other interactive wellness outlets. Custom activities may be incorporated based on sponsor request.

### Sponsored Break Areas—Beginning at \$10,000

This is an opportunity to put your branding on one of our break areas in the expo hall to be used for additional exposure or to demonstrate products. Additional uses of the space can be customized into your sponsorship package based on the goals of the sponsorship.

### Tote Bags—\$25,000

Each attendee will receive an attendee bag branded with the sponsor logo and VPPPA logo. VPPPA will choose the type of bag to be distributed and will share a sample with the sponsor for approval.

### Lanyards—\$20,000

Each attendee will receive a lanyard to hold their badges required to be worn throughout the event. Lanyards will be double-sided and will be branded with the sponsor logo and VPPPA logo. VPPPA will choose lanyard to be distributed and will share a sample with the sponsor for approval.

# 2023 SAFETY+ SPONSORSHIP OPPORTUNITIES

*Continued*

## MAXIMUM VISIBILITY

Provide our attendees with items that elevate their experience at the conference.

### Badge Sponsor—\$20,000

Attendees must wear their badges throughout the event to gain access to the expo hall and sessions. Be featured on the badge in this coveted sponsorship placement.

### Custom Signage— Contact for pricing

The Orlando World Center Marriott has a great number of options to get your brand placed in the the best strategic locations including high-traffic walkways, windows, hung banners in workshop areas, and many more. Contact Lisa Silber at [sponsorship@vpppa.org](mailto:sponsorship@vpppa.org) for a full listing of options.

### Relaxation Room —\$15,000

This unique opportunity will allow you to feature your brand on one of the most requested amenities at Safety+. We will provide a room containing massage chairs, lounge seating, dim lighting, relaxing music and aroma therapy to give attendees a quiet moment to recharge before their next session. Be a part of an experience they will surely recount as a memorable highlight.



## BRAND AWARENESS

### Workshop Room Sponsor—\$5,000

This is a great way to align your brand with supporting an educational track or to simply receive great logo placement that cannot be missed by attendees.

- Signage placed on the stage near the speaker
- Promotional literature can be placed at the door of the workshop room

### Registration Kick Panel—\$7,500

Company logo or brand name will be prominently displayed in the high-traffic registration area.

### Phone Charging Station—\$5,000

A branded counter will be placed in a high traffic area of the event space with plug-ins for attendees to charge their device and also serve as a networking space.

### Pillar Wrap—\$3,000

Pillar wrap will have customized sponsor advertisement. This will be placed in a high-traffic area of the event space.

### Customized Stand Alones—\$2,500

This meter board will have a customized sponsor advertisement. There are a limited number of opportunities available.

### Aisle Signs—\$1,500

Each aisle sign within the exhibit hall will be branded with the sponsor's logo in full color.

- 10 opportunities



# 2023 SAFETY+ SPONSORSHIP OPPORTUNITIES

Continued

## LEAD GENERATION

### Registration Sponsor—\$7,500 (exclusive)

Be recognized on the Safety+ registration form and confirmation as the registration sponsor. This will be a great opportunity to be one of the first sponsors seen by attendees prior to the event.

### Mobile App—\$15,000 (exclusive)

The Safety+ Mobile App will be the main source for event communication. *For more information, see page 8.*

### “Extra Drink” Sponsor—\$7,500

Take advantage of this easy way to bring additional attendees to your booth by becoming a destination for receiving an extra drink ticket during the opening expo hall reception. Don't miss out on this great booth traffic driver!



## NETWORKING EVENTS AND RECEPTIONS

### Opening of the Expo Hall—\$15,000 (exclusive)

This is the kick off event for the 2023 Safety+ exposition. Every attendee and exhibitor will be present and is the prime opportunity to have your brand featured. The sponsor will receive custom promotion to highlight their support during this reception.

### Closing Reception—\$10,000 (exclusive)

Bring Safety+ to a close with a great networking event. Sponsor logo will be prominently displayed throughout the evening and sponsor will have the opportunity to distribute a memorable token of their choice.

### Networking Beverage or Snack Breaks—\$5,000

Be featured during our mid-day beverage or snack breaks with your logo displayed near drink areas.

## SHOW YOUR SUPPORT

### Window Cling—\$2,000

This is a cost-effective way guaranteed to increase your company's visibility by placing your brand in a high-traffic area attendees will pass repeatedly during the event.



## THE SKY IS THE LIMIT!

Give us a call today to discuss your sponsorship needs, so we can build a sponsorship plan customized to your budget and goals. Contact our Sponsorship Department at 703-761-6518 or email [sponsorship@vpppa.org](mailto:sponsorship@vpppa.org).

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