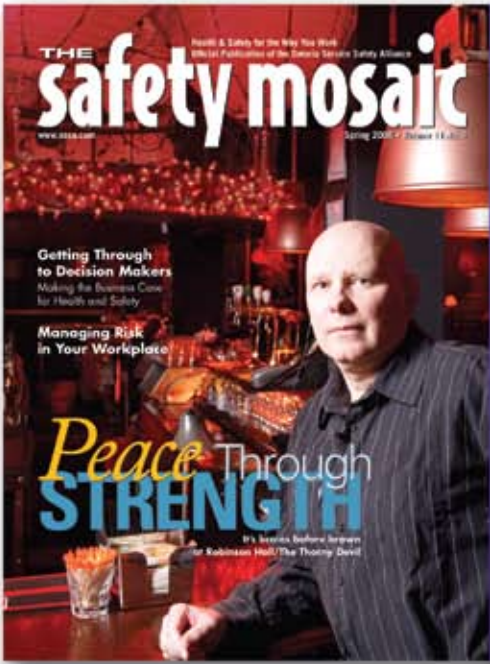




THE
safety mosaic





About OSSA

Health & Safety for
the Way You Work

The Ontario Service Safety Alliance (OSSA) is the designated Safe Workplace Association for the service sector in Ontario, delivering innovative health and safety services, products, consultation and resources to a wide range of clients. OSSA is the first not-for-profit company dedicated to meeting the unique needs of Ontario's dynamic service sector.

OSSA's services are among the best in the world. Members now have access to an even broader range of products and training programs, as well as a wide variety of skilled and technical services.



About THE safety mosaic

The Safety Mosaic is published 4 times a year by the **Ontario Service Safety Alliance (OSSA)**. As the main communication vehicle used by OSSA, *The Safety Mosaic* is dedicated to delivering practical and insightful information to the corporate leaders, managers and staff involved in keeping health and safety a top priority in the workplace.

With a circulation of **6,450** and with **3.27** readers per copy, it reaches an audience of more than **20,000** in Ontario's service industry!

Place your product or service advertisement in *The Safety Mosaic* and reach this targeted group of purchasers and decision makers.

OSSA delivers customized health and safety support, products, training, consultation and resources to the following sub-sectors:

Retail/Wholesale
Tourism/Hospitality
Restaurant
Office
Vehicle Sales & Service

The Safety Mosaic At-A-Glance

Circulation: **6,450**
Readers per copy: **3.27**
Audience: **21,092**
of Issues: **4 per year**

Source: *The Safety Mosaic* 2007 Reader Survey

About Our Readers

Readers are Influential

Readers of *The Safety Mosaic* range from presidents, CEOs and VPs of large national firms to owners and presidents of small enterprises.

Readers work for companies such as:

- Canadian Tire Corporation
- CARA Operations Ltd.
- Club Link Corporation
- Famous Players Inc.
- Goodyear Canada Inc.
- Holiday Inn
- IKEA Canada
- LCBO
- Loblaws Supermarkets Ltd.
- Manpower Temporary Services
- McDonald's Restaurants of Canada
- Midas Canada Inc.
- National Car Rental
- Nissan Canada Inc.
- Canada's Wonderland
- Pharma Plus Drugmart Ltd.
- Sears Canada Inc.
- Shoppers Drug Mart
- Sobeys/Calbecks
- STAPLES Business Depot
- Tim Hortons TDL Group
- Wal-Mart
- Wendy's Restaurants of Canada Inc.
- Woodbine Entertainment Group

Readers trust

The Safety Mosaic

98% say the magazine is enjoyable and easy to read

94% agree it keeps them well informed of safety issues

The Safety Mosaic is the #1 safety publication among our readers!

92% say *The Safety Mosaic* is as or more useful than any other safety magazine

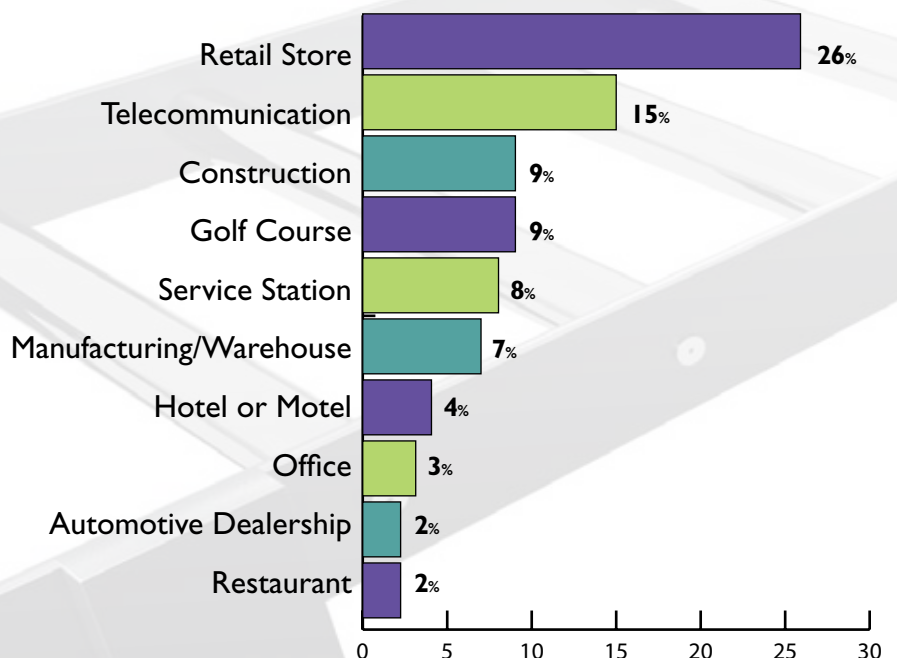
76% say they don't read any other safety magazines!

57% say it is their **FIRST** choice for information about safety issues

Readers are Managers!

83% of readers are managers, supervisors and owners of companies!

Readers work in the following service sectors:



Current Health and Safety News!



About Ontario's Service Sector

- employs more than **70%** of Ontario's workforce
- accounts for virtually all new jobs since the mid-**1980s**
- includes more than **81,384** firms



Readers take action after reading *The Safety Mosaic*

76% pass information or the magazine on to a colleague

57% visit the OSSA web site

51% visit another web site mentioned in *The Safety Mosaic*

Our Readers make purchasing decisions

42% order products from OSSA

39% call OSSA for more information

33% request a service from OSSA

And they seek out information online

97% say they spend some time reading safety magazines online

64% visit the suggested link at the bottom of online articles

44% seek safety information online more than once a month

2009 Advertising Rates & Data THE safety mosaic

2009 Editorial Calendar	SPRING 09	SUMMER 09	FALL 09	WINTER 09
SPACING CLOSING	MAR. 5	JUNE 3	SEPT. 3	NOV. 30
MATERIAL CLOSING	MAR 5	JUNE 10	SEPT. 10	DEC. 7
MAIL	APR. 22	JULY 22	OCT. 22	JAN. 22
Frontline	How to assess your health & safety performance	How to assess the cost of a workplace injury	Safety Climate	tbd
Hot Topic	Order Picker Safety	Emergency Preparedness	Occupational Disease	tbd
Groundbreaker	CCGD	Casino & gaming industry	tbd	tbd
Picture of Safety	Lock out / Tag out	Changing hybrid vehicle batteries	Fall arrests	tbd
Parting Words	Focus on small business health & safety	Summer job safety	tbd	tbd

Advertising Rates (Gross Rates)

Covers	4X
OBC	\$1,750
IFC/IBC	\$1,500

• Inserts/Outserts: rates upon request • Bleed: no extra charge

Dimensions

	Width	Depth
Trim size	8 1/8 (8.125) x	10 3/4 (10.75)
Bleed size	8 3/8 (8.375) x	11 (11.0)
Live area	7 (7.0) x	9 5/8 (9.625)

Mechanical Requirements

Printing Method: Sheet-fed offset.

Binding: Saddle-stitched.

Screen: 133 - 150 (lpi) line screen.

Electronic Material: Digital files only. **PDF/X-1a files are preferred.**

Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS3, Illustrator CS3, Photoshop CS3 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** Publisher shall not be liable for any advertisements received without a colour proof.

File Transfer Media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com

FTP Site Address: ftp.dvtail.com. Please send an e-mail to ftp@dvtail.com for password information for **The Safety Mosaic**.

Design Services: Complete design services are available at an additional charge. For details, please contact:

Roberta Dick, robertad@dvtail.com, Sara Forget, sforget@dvtail.com or Crystal Himes chimes@dvtail.com Ph: 905.886.6640

Commission and Payment

Agency Commission:

Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Goods and Services Tax: Our published rates do not include the GST. Five per cent (5%) will be added to invoices and clearly identified.

Publisher Conditions: APPROVAL – Advertising material is subject to approval by the publisher.

Mail or fax contracts/insertion orders to:

Dovetail Communications Inc.

30 East Beaver Creek Road, Suite 202

Richmond Hill, ON L4B 1J2

Ph: 905.886.6640

E-mail: general@dvtail.com

Fax: 905.886.6615

Web site: www.dvtail.com

Cancellations and space changes not accepted after closing date.

THE safety mosaic

Publisher

Ontario Service Safety Alliance
5110 Creekbank Road, Suite 500
Mississauga, Ontario
L4W 0A1
Ph: 905 602 0674
Fax: 905 602 6517
1-888-478-OSSA
www.ossa.com

DOVETAIL COMMUNICATIONS INC.

National Advertising Sales

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, Ontario L4B 1J2
Ph: 905.886.6640
Fax: 905.886.6615
www.dvtail.com