



Cornett's Corner collects resources and shares valuable news, information, and materials with professionals in the safety industry.

Through our website (cornettscorner.com) and daily e-blast, we reach more than 5,000 mine and construction workers, workplace safety professionals, industry leaders, advocates, and educators every day—providing them with valuable tools and community-generated content that contribute to safer workplaces.

Information for advertisers

Our audience is highly engaged, with a 65% click-to-open rate and 10% click rate. We accomplish this by delivering daily multi-media campaigns that target readers with specific topical interests — regionally, nationally, and internationally. Cornett's Corner offers both advertising and sponsorship opportunities on our web portal, cornettscorner.com, and our daily e-Newsblast, which is distributed every business day to our community of active subscribers.

Editorial contributions

Cornett's Corner encourages members of our community, content creators, and industry experts to distribute press releases, original content, and training materials to be featured on the website or in the e-Newsblast. This is a great way to be visible and contribute to our community...ensuring we can continue to provide meaningful, valuable content to our audience.

Respected leadership

Cornett's Corner is the evolution of Bob Cornett's longtime and popular email community. Bob Cornett has dedicated his professional life to creating safer work environments and the sharing of safety tools and resources. He is recipient of the ISMSP Guiding Light Award and the Secretary of Labor Compliance Assistance Award.

5,000+

Daily Deliveries

25%

Open Rate

10%

Click Rate

65%

Click-to-Open Rate

Data is based on the daily median of activity for 2020.

cornettscorner.com

Advertising Rates

Newsletter Ad Rate

Name	Description	1 Month	Quarterly	6 Months	Annual	Nonprofit
Premium Blast	Featured ad beneath the header	\$500	\$1,425	\$2,775	\$5,500	n/a
Shared Blast	Shared ad blocks located in the middle and end of the newsletter	\$350	\$975	\$1,800	\$3,300	\$225/mo

Website Ad Rate

Name	Description	1 Month	Quarterly	6 Months	Annual	Nonprofit
Premium Web	Full-width, premium banner before content on home page and posts	\$225	\$650	\$1,275	\$2,500	n/a
Featured Web	1 of 2 available sidebar placements on home page and all posts	\$150	\$435	\$840	\$1,620	\$125/mo
Shared Web	Above footer placement on homepage and all posts	\$100	\$285	\$540	\$1,120	\$75/mo

Sponsored Content Ad Rate

Name	Description	Single Edition	1-Week Run	Nonprofit
Newsletter Post	Placement of an article in the daily e-Newsletter blast to promote a service, event, or thought leader.	\$50	\$150	\$25/edition

Ad Placements

Daily e-Blast



PREMIUM BLAST 560 x 110

Heat Wave, Be Safe

With the weather conditions as they are, I thought this was appropriate to share with everyone.

[Click here](#) for heat wave safety checklist.

For additional safety tips and reminders visit www.redcross.org

Thanks for the share, KC!

[Read More](#)

**SHARED
BLAST**
125 x 125 px

**SHARED
BLAST**
125 x 125 px

**SHARED
BLAST**
125 x 125 px

**SHARED
BLAST**
125 x 125 px

Ad Placements

Website

Video: Bridge Collapse

Home / Cornett's Corner, Videos / Video: Bridge Collapse

PREMIUM WEB
1200 x 120



To watch the bridge collapse video, [click here](#).

Thanks for the share, PA!

July 13th, 2020 | [Cornett's Corner, Videos](#)

Share This Story, Choose Your Platform!



SHARED WEB
180 x 150

SHARED WEB
180 x 150

SHARED WEB
180 x 150

SHARED WEB
180 x 150

FEATURED WEB
300 x 250

FEATURED WEB
300 x 250

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Popular

Recent



Four Miners Burned At Mine Site

July 20th, 2020

Group Request on Policies & Procedures for Mining Through Old Mine Workings

November 28th, 2018



"What If?"

July 15th, 2020



Too Hot to Handle

July 14th, 2020



Pike River: Minister Saves Recovery of all

* All ads must be provided at 300 DPI

** If you don't have in-house capabilities, our design team is available to create your ad