



# American Ladder Institute's 2018 Media Guide

Partner with ALI to help grow your business and  
show your commitment to industry safety





# About the American Ladder Institute

Founded in 1947, the American Ladder Institute (ALI) is a not-for-profit trade association dedicated to promoting safe ladder use through ladder safety education, bilingual safety training and the development of ladder safety standards.

ALI's education and training provides guidance on the proper selection, care and safe use of ladders in the workplace and at home.

ALI represents the common business interests of its members who are affiliated with the ladder and ladder component manufacturing industry as well as allied associations and organizations.

ALI also serves as secretariat for the ANSI A14 Committee comprised of industry experts who develop safety standards for the appropriate design, manufacture, testing, care and use of various types of ladders.

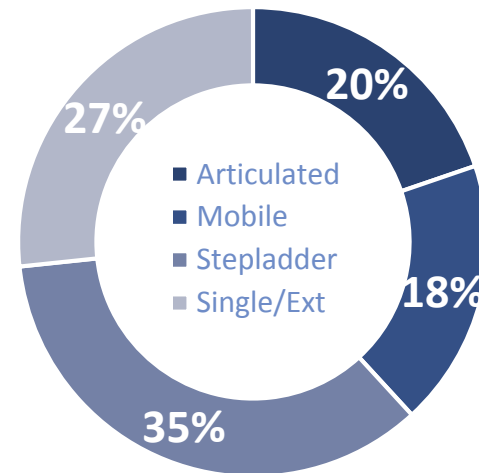


# Ladder Safety Training

ALI offers **free** ladder safety training for selection, care and safe use of all ladders, including stepladders, single and extension ladders, articulated ladders and mobile ladders.

# 34,655

**COMPLETED LADDER SAFETY  
CERTIFICATE TESTS IN 2017**





# Ladder Safety Training

The Ladder Safety Training modules outline safe ladder practices in all applications, such as construction/painting, building and custodial services, warehousing, power, manufacturing, chemical and petrochemical, oil and gas, and at home.

# 507,559

LADDERSAFETYTRAINING.ORG  
VISITORS IN 2017

ALI encourages companies to utilize training videos and resources with their employees, but the distribution of all links and materials must note that the resources are the original property of ALI.

All ALI training modules are available on DVD or [on-demand online](http://www.americanladderinstitute.org).



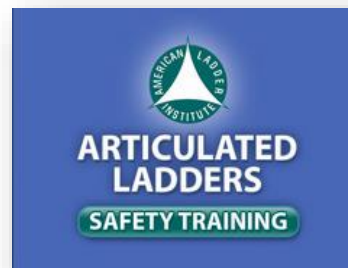
# Available Ladder Safety Training Modules

ALI's training library includes training modules focused on:

- Stepladder Safety
- Single and Extension Ladder Safety
- Articulated Ladder Safety
- Mobile Ladder Safety

View the entire training library here:

<http://bit.ly/1H7bXGw>





## Logo Usage

The ALI logo is the primary graphic element used to identify the association. The ALI logo can be featured with or without “LADDERSAFETY.ORG” URL but should **not** be reproduced smaller than 1.0” in diameter.



The ALI logo displays at maximum readability against an all-white or light background. The ALI logo may be reproduced in one-color, two-color, three-color or four-color formats with ALI approval.

NOTE: All items containing the American Ladder Institute logo must be approved by ALI prior to use or posting on social media. Approvals may be obtained by sending an email to ALI headquarters at: [info@americanladderinstitute.org](mailto:info@americanladderinstitute.org).

Logos should be imported as the full logo. The logo should never be recreated.



# Stay Connected Via Social Media

Engage with ALI and those interested in ladder safety on [Twitter](#), [Facebook](#) and [LinkedIn](#) and help spread awareness about ladder safety and ALI's Ladder Safety Training.

Join the conversation using the hashtags [#LadderSafety](#) and [#LadderSafetyMonth](#) during National Ladder Safety Month.

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Sample social media posts by topic available for you to customize and use:

- [Collaboration with the American Ladder Institute](#)
- [Ladder Safety Training Course Completion](#)
- [Connecting with Safety Training Instructors](#)
- [Ladder Safety Recertification](#)
- [Purchasing Safety Standards](#)



# Social Media:

## Promoting Your Collaboration with ALI



- **Twitter/Facebook:** <Insert company name or social media handle> is proud to partner with @American\_Ladder by helping spread awareness around #LadderSafety <http://bit.ly/1H7bXGw>
- **LinkedIn:** Fall prevention is important to us all. To show our commitment to safety on the job or at home, <Insert company name or social media handle> has partnered with the American Ladder Institute to spread awareness of #LadderSafety through their free Ladder Safety Training Program. <http://bit.ly/1H7bXGw>





## Social Media:

### Promoting the Completion of a Ladder Safety Training Course



- **Twitter/Facebook:** Have you participated in @American\_Ladder's free and on-demand #LadderSafety Training program? If you receive a top score after completion, your name could appear on our leaderboard #winning <https://bit.ly/2uNyD1s>
- **LinkedIn:** Have you participated in the American Ladder Institute's #LadderSafety Training program? Be sure to share your certification with both your supervisor and network- you earned it! <https://bit.ly/2uNyD1s>



# Social Media:

## Connecting with Safety Training Instructors



- **Twitter/Facebook:** Looking for a [#LadderSafety](#) training resource for your workers? Let the @American\_Ladder take you to the next rung. <http://bit.ly/1H7bXGw>
- **LinkedIn:** Looking for an excellent [#LadderSafety](#) training resource for your workers? Let the American Ladder Institute take you to new heights with their free and on-demand Ladder Safety Training DVDs and exams. <http://bit.ly/1H7bXGw>



# Social Media:

## Promoting Ladder Safety Re-certification



- **Twitter/Facebook:** Time is up! Don't forget that your [#LadderSafety](https://twitter.com/americanladderinstitute) Certification must be renewed once a year.  
<http://bit.ly/1H7bXGw>
- **LinkedIn:** When was the last time your [#LadderSafety](https://twitter.com/americanladderinstitute) Certification was renewed? It is important to stay up to date with ladder safety and resources so renew your certificate today!  
<http://bit.ly/1H7bXGw>



# Social Media:

## Purchasing Safety Standards



- **Twitter/Facebook:** Hoping to put your best foot forward? Look no further than @American\_Ladder's nine safety standards, including the newly released stepstool standard. Now available for purchase: <https://bit.ly/2I2GOMe> #LadderSafety
- **LinkedIn:** Never underestimate the value of safety. American Ladder Institute recently published its ninth standard, providing #LadderSafety resources and education about stepstools. Now available for purchase: <https://bit.ly/2I2GOMe>



# Safety Standards

ALI is the American National Standards Institute (ANSI) approved developer of safety standards for the ladder industry.

Safety standards for the ladder industry are technical specifications that prescribe rules governing the safe construction, design, testing, care and use of various types of ladders. These standards are developed on a five-year renewal cycle, and subcommittees comprised of industry experts exist for each safety standard. Conformance to ALI standards is voluntary; ALI does not approve or endorse any product.

For more information on safety standards, please [click here](#).



# Purchasing Safety Standards

All 11 of the ASC A14 Ladder Safety Standards are available in electronic format through the online stores of ALI's official partners:

- [American National Standards Institute](#)
- [IHS Global](#)
- [Thomson Reuters - Techstreet](#)



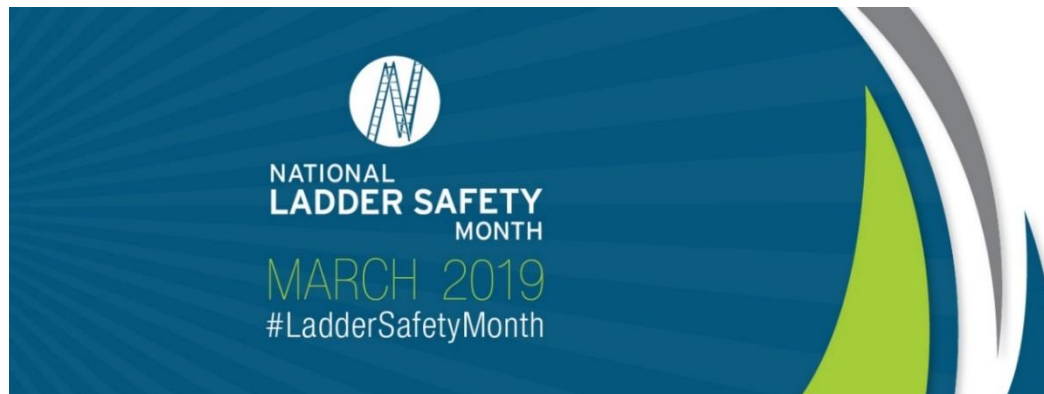
*\*Safety Standards are not available for endorsement, sponsorship, or advertisement opportunities.*



# National Ladder Safety Month

National Ladder Safety Month is exclusively dedicated to the promotion of ladder safety at home and at work. The goals of National Ladder Safety Month include:

- Increasing the number of Ladder Safety Training Certificates issued by ALI
- Decreasing the number of ladder-related injuries and fatalities
- Increasing the number of in-person ladder trainings



Sponsor National  
Ladder Safety Month



# National Ladder Safety Month



March 2019 marks the third annual National Ladder Safety Month. Be a part of the national dialogue by becoming a National Ladder Safety Month sponsor. Check out the [2019 Prospectus](#) for sponsor information.

For additional information, contact [marketing@americanladderinstitute.org](mailto:marketing@americanladderinstitute.org) or visit [www.laddersafetymonth.com](http://www.laddersafetymonth.com).

Stay connected with National Ladder Safety Month on social media.

- [Twitter](#)
- [LinkedIn](#)
- [Facebook](#)
- [YouTube](#)





# Year-round Partnership Opportunities

A partnership with the American Ladder Institute demonstrates your company's commitment to safety while allowing you increased access to your customers.

ALI offers a variety of year-round opportunities to help meet your company's unique goals and needs.

## Interested in partnering with ALI?

Contact [marketing@americanladderinstitute.org](mailto:marketing@americanladderinstitute.org) for more information on how you can create a partnership with ALI that achieves your company's objectives and provides a lasting impression within our community.



# Year-round Partnership Opportunities

- Promoted social media posts on Facebook, Twitter or LinkedIn
- Website advertisement opportunities on:
  - [www.americanladderinstitute.org](http://www.americanladderinstitute.org)
  - [www.laddersafetytraining.org](http://www.laddersafetytraining.org)
  - [www.laddersafetymonth.com](http://www.laddersafetymonth.com)
- Customized sponsorship opportunities
- Advertisements in ALI's email communications
- Sponsored email communication

Contact [marketing@americanladderinstitute.org](mailto:marketing@americanladderinstitute.org) for more information.