



2020 STAFFING LAW CONFERENCE RESOURCE BOOK ADVERTISING

Company Name

Company Contact

Address

City / State / ZIP code

Phone

Email

Signature

Date

Signature affirms authorization to bind company (and, if agency, the advertiser), and agreement to abide by the terms and conditions of this contract and that this contract prevails in the event any associated insertion orders or material instructions conflict with provisions of this contract.

PRINT OPTIONS

This is the take-home piece which is distributed to all attendees during the conference to reference exhibitors and advertisers they need throughout the conference.

- ☐ YES, add a quarter-page ad in the Resource Book for \$920.
- ☐ YES, add a half-page ad in the Resource Book for \$1,555.
- ☐ YES, add a full-page ad in the Resource Book for \$1,950.

PAYMENT INFORMATION

- ☐ **Check Enclosed:** Must be payable to American Staffing Association in U.S. dollars drawn on a U.S. bank.
- ☐ **Charge Credit Card:** ASA will send you an invoice link to pay online upon submission.

REMIT SIGNED CONTRACT TO:

Kerri Knadle
American Staffing Association
277 S. Washington St., Suite 200
Alexandria, VA 22314-3646
Phone: 703-253-1142
Fax: 703-253-2053
kknadle@americanstaffing.net

DEADLINES

Reservation due February 28, 2020.
Artwork due March 6, 2020.



American Staffing Association

277 South Washington Street, Suite 200 ■ Alexandria, VA 22314-3675

TERMS AND CONDITIONS

ARTWORK SUBMISSION

Artwork may be emailed directly to Kerri Knadle at kknadle@americanstaffing.net or sent via Dropbox link. Be sure to include advertiser company name in file name.

PAYMENT POLICY

To secure your ad reservation, signed contracts must be submitted to ASA. Full payment is due to ASA within 30 days of signed contract. **Nonmembers add 50% to all rates.** Member rates apply only if membership is maintained for the duration of this contract. **All sales are final and no cancellations will be accepted.**

GENERAL INFORMATION

All advertising material is subject to ASA approval. ASA reserves the right to determine the suitability of all ads submitted for publication or distribution, and to reject ads that do not meet its editorial or production criteria. ASA prohibits advertising, exhibiting, and marketing to staffing firms' regular employees for the explicit purpose of recruiting and soliciting such employees for employment or entrepreneurial opportunities, including but not limited to franchising opportunities. ASA reserves the right to determine the suitability of all advertisements, exhibits, and other forms of marketing and solicitations, and, in its sole judgment, may approve, reject, or revoke such for any reason.

- **Materials and Regulations** Artwork must arrive by specified closing date. ASA, or contracted printers, will not edit, design, or alter any advertiser-submitted ad. Ads must be resubmitted by artwork deadline for advertisers to alter ads in any manner. If advertiser fails to provide required material to meet deadline of issue in which space has been ordered, the last published advertisement available will be repeated. If no advertisement is available, the advertiser will be billed for the space reserved. Each advertiser or agency will receive two copies of the current issue. The words "advertisement" or "special advertising section" will be placed with ads that, in the publisher's opinion, resemble editorial manner. ASA is not responsible for shifts in color due to differences between the file and the proof. ASA reserves the right to reject improperly prepared materials.
- **Basic Formatting and Specifications** Artwork should be submitted in print-ready PDF (6.0 or higher). Allow 1/8" bleed on all sides of full-page bleeds; crop marks should be included outside of ad area (set off at 1/8"). For partial-page ads, do not submit ads with bleed or crop marks (sizes must measure specified live area). Convert fonts to outline when possible. All spot inks should be converted to process colors. All color imagery should be saved at 300 ppi resolution in TIF or EPS format. Maximum ink density in any image should not exceed 360. Line art should be saved as vector-based EPS or minimum 800 ppi bitmap mode TIF. Never use transparent TIF function in Photoshop; create a clipping path in the image file. Provide high-quality color proof with all color ads; SWOP proofs preferred.

AD SPECIFICATIONS

AD SIZE	WIDTH	HEIGHT
Full Page (Bleed Size)	8-1/4" (8-1/2")	10-7/8" (11-1/8")
1/2 Page Horizontal (No Bleed)	7-1/4"	4-3/4"
1/4 Page Square (No Bleed)	3-1/2"	4-3/4"