



American Staffing Association

STAFFING TODAY 2020 ADVERTISING CONTRACT

Company Name

Company Contact

Address

City / State / ZIP Code + 4

Phone

Email

Website

If agency, name of advertiser

Staffing Today newsletter goes to the largest audience in the industry—reaching more than 40,000 staffing professionals each work morning. This influential audience goes beyond only ASA members—no other daily newsletter in the staffing industry delivers this wide and influential an audience!

Staffing Today also keeps the entire staffing community informed on important ASA advocacy, court actions, regulatory developments, and legislation that can directly affect clients, employees, and business operations. It carries an all-inclusive summary of the association's most current professional resources, educational events, and important reminders.

Advertising in *Staffing Today* puts your products or services in front of a qualified target audience. Increase your company's visibility and market share by securing your ad space in *Staffing Today*.

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.

PAYMENT

See rates, calculations, discounts, and payment policy on page 2.

Select ad position:

- Premium Featured Sponsored Content

Select ad frequency:

- 3 days 8 days 13 days 26 days 43 days

Cost for **premium** insertions: \$ _____

Cost for **featured** insertions: \$ _____

Cost for **sponsored content** insertions: \$ _____

Discount: \$ _____

GRAND TOTAL: \$ _____

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.

The screenshot shows the Staffing Today website interface. At the top, there is a navigation bar with the ASA logo and the text 'STAFFING TODAY YOUR #1 SOURCE FOR INDUSTRY NEWS & DATA'. Below the navigation bar, the date 'August 27, 2019' is displayed. The main content area is divided into sections: 'HEADLINE NEWS' with articles like 'The Conference Board Consumer Confidence Index Declined a Bit in August' and 'Dallas Fed: Texas Manufacturing Expansion Picks Up Pace'; 'LEGAL WATCH' with articles like 'Minnesota's Minimum-Wage Rates to Be Adjusted for Inflation' and 'Oregon Employers Must Notify Employees of Upcoming Federal Inspections of Work Authorizations'. Below the main content, there is a section for 'UPCOMING EVENTS' with three columns of events for 08/28, including 'ASA WEBINAR: Master Digital Marketing to Improve Brand Credibility, Online Visibility, and Lead Generation' and 'ASA INDIANA NETWORK WEBINAR: Lunch With a Lawyer'. A 'View Full Event Calendar' link is also present.

RATES AND PLACEMENTS

Premium Ad Posted to the top ■ Featured Ad Posted to the middle. ■ Sponsored Content Posted within the body of the editorial.

POSITION	3 days	8 days	13 days	26 days	43 days
Premium	\$3,606	\$7,761	\$11,583	\$19,505	\$27,812
Featured	\$1,974	\$5,795	\$8,655	\$10,395	\$13,906
Sponsored Content	\$3,606	\$7,761	\$11,583	\$19,505	\$27,812

Mark the preferred day you would like your ad to run. ASA will confirm availability of your preferences.

M T W T F	M T W T F	M T W T F	M T W T F
JANUARY	FEBRUARY	MARCH	APRIL
1: 2: 3: 6: 7: 8: 9: 10: 13: 14: 15: 16: 17: 20: 21: 22: 23: 24: 27: 28: 29: 30: 31:	3: 4: 5: 6: 7: 10: 11: 12: 13: 14: 17: 18: 19: 20: 21: 24: 25: 26: 27: 28:	2: 3: 4: 5: 6: 9: 10: 11: 12: 13: 16: 17: 18: 19: 20: 23: 24: 25: 26: 27: 30: 31:	1: 2: 3: 6: 7: 8: 9: 10: 13: 14: 15: 16: 17: 20: 21: 22: 23: 24: 27: 28: 29: 30:
MAY	JUNE	JULY	AUGUST
1: 4: 5: 6: 7: 8: 11: 12: 13: 14: 15: 18: 19: 20: 21: 22: 25: 26: 27: 28: 29:	1: 2: 3: 4: 5: 8: 9: 10: 11: 12: 15: 16: 17: 18: 19: 22: 23: 24: 25: 26: 29: 30:	1: 2: 3: 6: 7: 8: 9: 10: 13: 14: 15: 16: 17: 20: 21: 22: 23: 24: 27: 28: 29: 30: 31:	3: 4: 5: 6: 7: 10: 11: 12: 13: 14: 17: 18: 19: 20: 21: 24: 25: 26: 27: 28: 31:
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1: 2: 3: 4: 7: 8: 9: 10: 11: 14: 15: 16: 17: 18: 21: 22: 23: 24: 25: 28: 29: 30:	1: 2: 5: 6: 7: 8: 9: 12: 13: 14: 15: 16: 19: 20: 21: 22: 23: 26: 27: 28: 29: 30:	2: 3: 4: 5: 6: 9: 10: 11: 12: 13: 16: 17: 18: 19: 20: 23: 24: 25: 26: 27: 30:	1: 2: 3: 4: 7: 8: 9: 10: 11: 14: 15: 16: 17: 18: 21: 22: 23: 24: 25: 28: 29: 30: 31:

TERMS AND CONDITIONS

Ad Specifications:

- >> Ad dimensions are 728 x 90 pixels
- >> Ad dimensions are 300 x 250 pixels *accommodating ad for mobile site*
- >> JPG or PNG format
- >> Ads will be hyperlinked to advertiser's website. Provide a custom URL or Bitly for tracking.

Sponsored Content Specifications:

- >> Title max= 10 words
- >> Abstract max= 50 words; 2-3 item, single-line bulleted list option
- >> Advertiser provides custom URL or Bitly for tracking.
- >> Content subject to ASA editorial review.

Deadlines and Artwork Submission:

Artwork and editorial must be submitted two weeks prior to issue date directly to Kerri Knadle at kknadle@americanstaffing.net.

Materials and Regulations: The advertiser is responsible for providing all information and digital artwork to meet specifications. Digital artwork must arrive by specified closing dates. ASA 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. ASA reserves the right to reject improperly prepared materials.

Payment Policy: Rates quoted are per insertion in 2020. Rates are net. Payment of all ads is required with submission of contract. Except by special advance arrangements, all contracts submitted to reserve ad space are subject to the rates of the calendar year in which ad is published. Ad reservations overlapping two calendar years will be billed at the ad rate of the published year. **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. Advertisers who fail to comply with frequency contracts will be responsible for full fee at shorter rate, and adjusted invoice generated for previous ads when relevant.

General: 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 advertising that does not meet its editorial or digital criteria. ASA will not accept advertising to recruit the regular employees of staffing firms, or to buy or sell staffing firm interests, franchises, or licenses. This contract contains the entire agreement between the parties and supersedes any other written or oral representations or agreements.