



American Staffing Association

2019 STAFFING TODAY ADVERTISING CONTRACT

Company Name

Company Contact

Address

City / State / ZIP Code + 4

Phone Fax

Email

Website

If agency, name of advertiser

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:

Featured Premium 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: Contact ASA at 703-253-2020 with credit card information upon submission.

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. The daily newsletter also 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*.



Your Ad Here

Premium Spot:
160 x 300 pixels

Your Ad Here

Feature Spot:
160 x 300 pixels

January 2, 2019

ASA Members: Congratulations on a Year of Accomplishments

On this first business day of the new year, ASA president and chief executive officer Richard Wahlquist shares the best of 2018—with credit to the efforts of members like you—in this video message. The ASA board of directors and staff send their very best wishes for a happy new year to all ASA members.

Share [f](#) [t](#) [t](#)

Headline News

U.S. Manufacturing PMI Slips to 15-Month Low in December
Texas Manufacturing Expands Modestly, Outlook Worsens

Staffing Stats

Just the Facts—About the Staffing Industry

ASA for You

Staffing Compensation and Benefits Report Modules Now Available
The Staffing Industry Events You Must Attend in 2019

Legal Watch

Developing a Universal Paid Sick and Safe Time Policy
Leaving Work Early Due to Fear of Rush-Hour Traffic Is Not a Reasonable Accommodation
Actions Taken in Violation of State Law May Not Be Protected Activities Under Title VII

Trends and Research

Defense Companies Hunt for Scarce Skilled Workers
America Is Running Low on Blue-Collar Workers
Teachers Quit Jobs at Highest Rate on Record

Headline News

U.S. Manufacturing PMI Slips to 15-Month Low in December
IHS Markit News Release (01/02/19)

The seasonally adjusted IHS Markit final U.S. Manufacturing Purchasing Managers' Index posted a reading of 53.8 in December, down from 55.3 in November. The latest headline figure suggested a weaker, but still strong, improvement in

Mark Your Calendar

All ASA webinars are FREE for ASA members.

Jan. 7
ASA Webinar
Staffing's Secret Sauce: Building a

RATES AND PLACEMENTS

Staffing Today—Every Business Morning (Circulation 40,000)

Premium Ad Posted to the left side of the first editorial item in the newsletter vertically so that the readers will see it in the opening screen.

Feature Ad Posted to the left side in the newsletter underneath the premium position.

Sponsored Content Posted within the body of the editorial.

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

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FEBRUARY									
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TERMS AND CONDITIONS

Ad Specifications: Vertical banners (premium and featured positions) are 160 x 300 pixels. All banners should be GIF or JPEG files only, 25 kb at 72 dpi resolution. Many recipients of *Staffing Today* use Microsoft Office Outlook 2007, which does not allow animation; only the first frame of an animated GIF will show, so key content and messages should be in that frame. Each ad is hyperlinked to the advertiser's website.

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.

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.

Deadlines and Artwork Submission: Artwork and editorial must be submitted two weeks prior to issue date. Email digital artwork directly to Kerri Knadle at kknadle@americanstaffing.net.

Payment Policy: Rates quoted are per insertion in 2019. 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.