



Staffing World 2021 Program Advertising Contract

Staffing World, the ASA annual convention and expo, is the premier business event of the year and convenes the industry's largest group of influential staffing professionals—all in one place, at one time. Amplify your brand by getting your ad in front of staffing professionals.

Company name _____

Company contact _____

Address _____

City / State / ZIP code +4 _____

Phone _____ Fax _____

Email _____

Website _____

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.

Ad Rates

Rates are based per issue.

AD SIZE	RATES
Full Page	\$5,025
1/2 Page Horizontal	\$3,195
Cover 2 & 3	\$9,130
Cover 4	\$9,470

Rates shown above are member rates and apply only if membership is maintained for the duration of the contract. Nonmembers add 50% to all rates.

Ad Specifications for Advance Program

AD SIZE	WIDTH	HEIGHT
Full Page (Bleed size)*	8.25" (8.5")	10.875" (11.125")
1/2 Page Horizontal (No Bleed)	7.25"	4.75"

Ad Specifications for On-Site Program—*special size!*

AD SIZE	WIDTH	HEIGHT
Full Page (Bleed size)*	7.25" (7.5")	10" (10.25")
1/2 Page Horizontal (No Bleed)	6.25"	4.375"

*Full-page bleed size: add .125" bleed on all sides.

Live area: 6.75" x 9.5" (no type or logos outside this area)

A. Advance Program

This essential guide highlights key attractions at the convention and outlines the schedule and registration information. This piece is distributed to 33,000+ industry professionals. The digital edition resides online and is highly trafficked in the weeks leading up to Staffing World.

B. On-Site Program

SPECIAL SIZE: The On-Site Program will have a special "playbook" size making it easier to carry around, and jot down take-a-ways. This extensive printed guide is distributed on-site to all attendees and is referenced during and after the convention to identify exhibitor's names and contact information, event details, schedules, and more.

Preferred Position?
*Add 15%**

Cost

Advance Program \$ _____

Ad Size: Full Page 1/2 Horizontal

Covers: Cover 2 Cover 3 Cover 4

On-Site Program \$ _____

Ad Size: Full Page 1/2 Horizontal

Covers: Cover 2 Cover 3 Cover 4

GRAND TOTAL (for all insertions): \$ _____

Payment Information

See payment policy on back. All sales are final.

Check Enclosed: Must be payable to American Staffing Association in U.S. dollars drawn on a U.S. bank.

Charge Credit Card: Contact ASA for link to pay online

Fax to ASA Advertising: 703-253-2053

American Staffing Association • 277 S. Washington St., Suite 200 • Alexandria, VA 22314-3675
Sarah Senges • ssenges@americanstaffing.net • 703-253-2042

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DEADLINES

Advance Program

Reservation due June 15, 2021.
Artwork is due by June 23, 2021.

On-Site Program

Reservation due July 23, 2021.
Artwork is due by August 20, 2021.

ARTWORK SUBMISSION

Artwork may be emailed directly to Sarah Senges at ssenges@americanstaffing.net.

PAYMENT POLICY

Rates quoted are per insertion. Rates are net. 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. All 1x ad placements require full payment at time of order. All 2x ad reservations require full payment for first insertion at time of order, and subsequent insertion will be billed to credit card provided on contract at closing date for reserved issue.

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.

- **Agencies** ASA accepts the advertising placed by agencies on behalf of their clients under the rules of agency as defined in the Uniform Commercial Code; therefore, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. A 15% discount is available to authorized agencies with prepayment. However, discounts are not available where agency and advertiser have common ownership. Failure on the part of an advertising agency to pay for space ordered does not release the client company from obligation to pay for all costs contracted on its behalf.
- **Materials and Regulations** Artwork must arrive by specified closing dates. 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.