



American Staffing Association

ASA CENTRAL 2022 ADVERTISING CONTRACT

Company Name

Company Contact

Address

City / State / ZIP Code + 4

Phone Fax

E-mail

Website

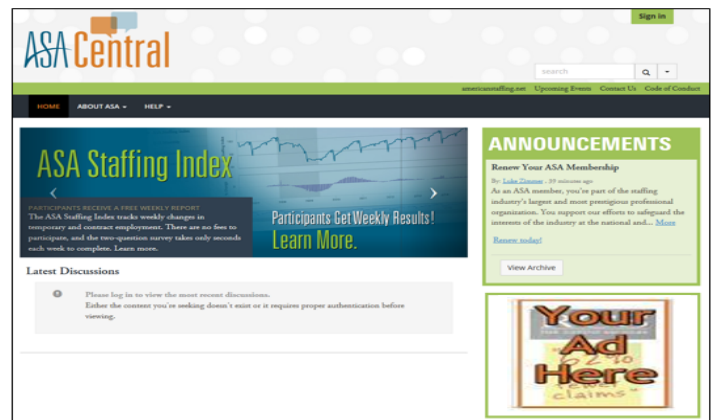
If agency, name of advertiser

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.

ASA Central is the business social network exclusively for members of the American Staffing Association. On ASA Central, you can find and connect with colleagues through a robust membership directory; participate in discussion boards; visit section communities; read member blogs; and much more.

Your company can leverage new business and increase brand recognition when you have a presence in this exclusive online community for industry professionals.



AD PLACEMENT AND FREQUENCY

Placement	Rate
ASA Central Home Page ads:	
Header Banner ad	<input type="checkbox"/> \$1,050/month
Footer Banner ad	<input type="checkbox"/> \$525/month
ASA Central Member Directory Page ads:	
Header Banner ad	<input type="checkbox"/> \$790/month
Right Side Skyscraper ad	<input type="checkbox"/> \$525/month
Footer Banner ad	<input type="checkbox"/> \$370/month
ASA Central Browse Page ads:	
Header Banner ad	<input type="checkbox"/> \$790/month
Right Side Skyscraper ad	<input type="checkbox"/> \$525/month
Footer Banner ad	<input type="checkbox"/> \$370/month
Discussion Thread Ad will be placed on discussion posts	<input type="checkbox"/> \$2,625/month* <i>*Add-on rate for ASA Central website</i>
Discussion Thread Only Ad will be placed on discussion posts	<input type="checkbox"/> \$3,675/month

Disclaimer: Some blackout dates may apply for the Discussion Thread advertising. Contact ASA for details.

TERMS AND CONDITIONS

American Staffing Association ■ 277 S. Washington St., Suite 200 ■ Alexandria, VA 22314-3675
Completed contracts can be emailed to Rasha Rassi at rassi@americanstaffing.net.

Ad Specifications:

ASA Central Header Banner ads (Home, Member Directory, & Browse pages) are 964 width x 125 height in pixels.

Right Side Skyscraper ads (same pages as above except home page) are 125 width x 1000 height in pixels.

Footer Banner ads (same pages as above) are 962 width x 125 height in pixels.

All banners should be GIF or JPEG files only, 25 kb at 72 dpi resolution.

Discussion Thread ads are width x 200 height in pixels and are requested in both a PNG and EPS files. Each ad is hyperlinked to the advertiser's website.

Materials and Regulations: The advertiser is responsible for providing all information and digital artwork to meet specifications. 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 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 must be submitted 10 business days prior to when it will begin running. E-mail digital artwork directly to Rasha Rassi at rassi@americanstaffing.net.

Payment Policy: Rates quoted are per insertion in 2022. This opportunity is only available for members and is valid only if membership is maintained for the duration of this contract. All sales are final and no cancellations will be accepted.

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 agreement.

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.