



American Staffing Association

STAFFING TODAY 2024 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 efforts, court actions, regulatory developments, and legislation that can directly affect clients, employees, and business operations. It carries a 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, 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 a secure invoice link to pay online upon submission of contract.

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, there are sections for 'HEADLINE NEWS' and 'LEGAL WATCH'. The 'HEADLINE NEWS' section includes articles such as 'The Conference Board Consumer Confidence Index Declined a Bit in August' and 'Dallas Fed: Texas Manufacturing Expansion Picks Up Pace'. The 'LEGAL WATCH' section includes articles such as 'Minnesota's Minimum-Wage Rates to Be Adjusted for Inflation' and 'Oregon Employers Must Notify Employees of Upcoming Federal Inspections of Work Authorizations'. At the bottom of the screenshot, there is a section for 'UPCOMING EVENTS' with three columns of events, each with a date (08/28) and a title. The events include 'ASA WEBINAR: Master Digital Marketing to Improve Brand Credibility, Online Visibility, and Lead Generation', 'ASA INDIANA NETWORK WEBINAR: Lunch With a Lawyer', and 'ASA WEBINAR: Compliance Best Practices in Industrial Staffing, Part 2: Safety and OSHA's Temporary Worker Initiative'. There are also two 'Your Ad Here' spots, one for a 'Premium Spot: 728 x 90 pixels' and one for a 'Featured Spot: 728 x 90 pixels'.

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	\$3,975	\$8,556	\$12,770	\$21,504	\$30,662
Featured	\$2,176	\$6,388	\$9,542	\$11,461	\$15,331
Sponsored Content	\$3,975	\$8,556	\$12,770	\$21,504	\$30,662

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	4	5				1	2					1	1	2	3	4	5
8	9	10	11	12	5	6	7	8	9	4	5	6	7	8	8	9	10	11	12
15	16	17	18	19	12	13	14	15	16	11	12	13	14	15	15	16	17	18	19
22	23	24	25	26	19	20	21	22	23	18	19	20	21	22	22	23	24	25	26
29	30	31			26	27	28	29		25	26	27	28	29	29	30			
MAY					JUNE					JULY					AUGUST				
		1	2	3	3	4	5	6	7	1	2	3	4	5				1	2
6	7	8	9	10	10	11	12	13	14	8	9	10	11	12	5	6	7	8	9
13	14	15	16	17	17	18	19	20	21	15	16	17	18	19	12	13	14	15	16
20	21	22	23	24	24	25	26	27	28	22	23	24	25	26	19	20	21	22	23
27	28	29								29	30	31			26	27	28	29	30
SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER				
2	3	4	5	6	1	2	3	4						1	2	3	4	5	6
9	10	11	12	13	7	8	9	10	11	4	5	6	7	8	9	10	11	12	13
16	17	18	19	20	14	15	16	17	18	11	12	13	14	15	16	17	18	19	20
23	24	25	26	27	21	22	23	24	25	18	19	20	21	22	23	24	25	26	27
30					28	29	30	31		25	26	27	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 Corie Depue at cdepue@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 2024. Rates are net. Payment of all ads is required with submission of contract. Except by special advance arrangement, 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 an adjusted invoice will be 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.