

SPONSORED  
CONTENT STRATEGY  
PRINT/DIGITAL  
ADVERTISING  
EXHIBITS AND  
SPONSORSHIPS



# 2024 ASA Prospectus

Attract Industry Decision Makers,  
**Power Business Success**



American Staffing Association

# The World's Largest, Most Influential Staffing Association

## Your Single Source for Reaching the Industry's Top Decision Makers

No other staffing organization in the world has the reach the American Staffing Association delivers. **Plus, 87% of industry professionals say ASA is critical to the staffing trade.**

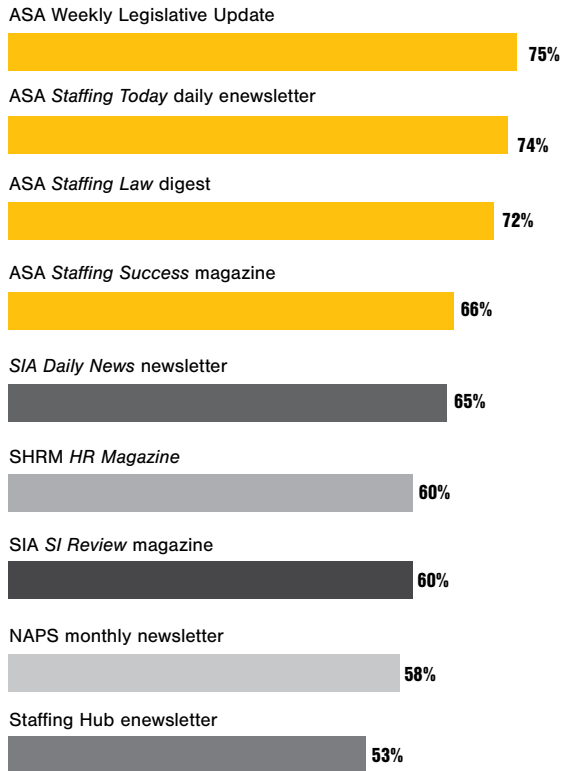
From reinforcing your market presence and messaging as an industry leader to establishing name visibility and brand recognition, or tailoring targeted and timely promotions, ASA offers all the marketing tools you need to reach industry decision makers.



American Staffing Association

## ASA Publications Rate Highest— Most Valuable in the Industry

In a third-party survey of industry professionals, respondents rated four ASA publications highest in terms of value in recipients' work.



## ASA Readers Are Influential Professionals

**80%** of staffing professionals reading ASA publications and visiting ASA websites are involved in purchasing for their organizations.

## ASA Delivers the Largest Audience of Staffing and Recruiting Professionals

As the largest, most-trusted source of industry information and resources, ASA takes great pride in the relationship the association has with its members.

By the end of 2023, nearly  
**1,350 staffing companies** were  
members of ASA.



## Members Value and Trust ASA Publications

According to a study conducted by an independent research firm, staffing professionals rely on ASA publications for valuable information for their companies.

**84% agree:**

ASA publications and resources are value-added tools that are beneficial to their business.

**83% agree:**

ASA publications are the authoritative source for current staffing industry information.

**77% agree:**

ASA publications and resources have made them more aware of industry products and services and helped their company learn more about industry suppliers and their offerings.

# PRINT

## MEMBER PUBLICATIONS



### Staffing Success Magazine

Well known for its high-quality content and presentation, this award-winning magazine is read by decision makers in all sectors of the staffing industry, and readers range from officers of multinational corporations and owners of independent firms to executive recruiters and branch managers.

» **35,000+** industry professionals receive *Staffing Success* magazine in print or online.

» **americanstaffing.net**, where *Staffing Success* is hosted, averages more than **59,600** page views per month.

» **Staffing Success** and **Staffing Law Digest** print advertisers also appear in the digital editions at no additional charge—making your print dollars go a long way toward capturing online leads.

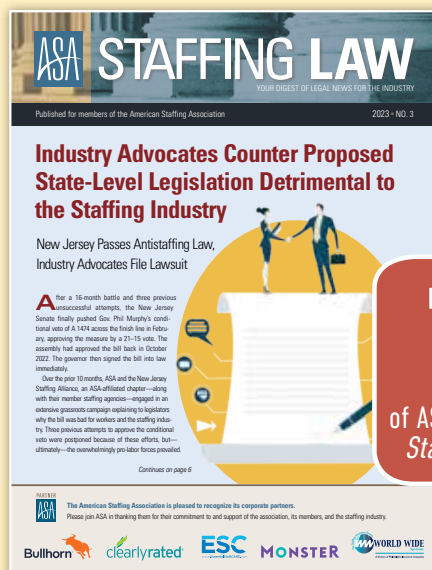
**90%**  
of ASA members find  
*Staffing Success*  
content credible

### Staffing Law Digest

The Industry's Go-To Legal Resource

A timely collection of national and state legal news, court and agency actions, and other legislative headlines, *Staffing Law* is a critical resource for staffing professionals who must stay on top of pressing issues in order to secure their future growth and success.

» More than **10,000** industry professionals receive *Staffing Law* digest.



**72%**  
of ASA members value  
*Staffing Law* digest

# SPONSORED CONTENT

According to *cmo.com*, 70% of individuals want to learn about products through content rather than through traditional advertising. Sponsored content campaigns from ASA, designed to mimic the look and feel of the association's natural content, are available for both print and digital.

Maximum Exposure // Credibility // Accessibility // No Ad-Blocking

## Staffing Success

### Feature Articles

Share your knowledge of the industry with staffing professionals in a feature article in the magazine (written by a professional business writer with input and review by the advertiser).

### Law and You Articles

Show off your legal expertise by writing a short article for the Law and You section of the magazine, which gives members legal scenarios and compliance strategies.

### Technology Trends Articles

Help keep readers up-to-date with the latest technology trends by writing a short article for the Technology Trends section of the magazine (article will also be posted on the ASA Staffing Tech Center).

### Supplier Showcase

Showcase your company's unique portfolio by combining your branding with the magazine's award-winning feature stories covering a topic that your company excels in. Consider upgrading your ASA Marketplace listing (see page 7) to maximize visibility as part of a Supplier Showcase package.

- Supplier Showcase will feature no more than six ASA member suppliers per issue, including company name, logo, website, and contact information.
- Showcase article points to the supplier's listing in the online ASA Marketplace.



## Staffing Law Digest

Craft a short legal article for the association's *Staffing Law* digest—a quarterly printed compilation of legal news for the industry that is ranked in the top three publications overall in terms of value in recipients' work. Article features the company's logo and there is an option to maximize exposure by including an ad adjacent to the article.

>> See digital Sponsored Content opportunities on page 6.

# DIGITAL



Staffing Today boasts a

**99.7%**

average delivery rate  
and a 22-26% open rate

## Staffing Today

A daily newsletter that reaches more than 40,000 staffing professionals, *Staffing Today* is the industry's No. 1 source for targeted news and information. It is the largest circulating publication in the staffing industry, reaching a broad audience that goes beyond ASA members.

**Increased Ad Visibility**—When your company places an ad in *Staffing Today*, your ad is also live on all pages of *staffingtoday.net* until the following day's issue is published.

**Sponsored  
content**

**Reach 40,000+** in their inboxes by pushing content in the daily *Staffing Today* newsletter. Advertiser can provide custom URL for tracking.

**Staffing professionals say  
*Staffing Today* is the industry's most  
valuable publication.**

*Staffing Today* is regularly read more than any other industry publication. **Six in 10** staffing professionals say they read at least three of every four issues they receive.



ASA Central is the online networking platform exclusively for members of ASA. On *asacentral.americanstaffing.net*, members can connect; participate in discussion boards; visit section communities; read member blogs; and much more.

Be the first thing members see when they log in with banner and discussion post advertising.

- » 2,750 average monthly logins
- » 30,000+ ASA Central community members

## Americanstaffing.net

According to a third-party survey of industry professionals, 88% say ASA is a thought leader and serves as the voice of the staffing industry.

Highlight your company's unique expertise with sponsored content and banner ads on the home page of *americanstaffing.net*, the association's hub for staffing news and industry-leading content and member resources throughout the year.

- » *Americanstaffing.net* averages more than 59,600 page views per month and is the #1 most valuable industry website.



## ASA Marketplace

ASA Marketplace—the highest-profile and most-trafficked online buyer’s guide serving the staffing and recruiting industry—has been expertly designed to connect buyers with your company. Make sure your company has its strategic listings across targeted product and service categories in place now.

Visit [asamarketplace.net](http://asamarketplace.net) for more information.

ASAmarketplace.net features an average

**2,643**

page views per month

### » Premium Listing

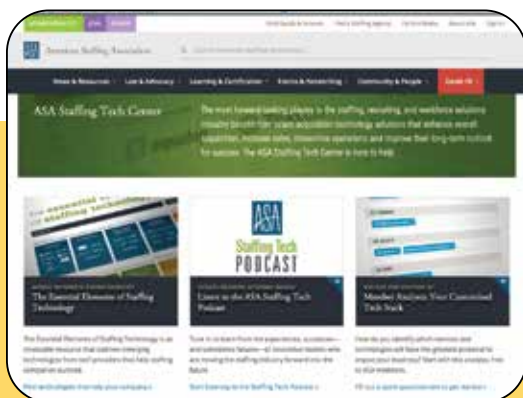
Includes Upgraded listing plus unlimited featured categories, 3 targeted banner ads, publication of articles and press releases, video and product showcase, and prioritization in search results

### » Upgraded Listing

Includes Basic listing plus 3 featured categories, logo, description, contact information, and 1 targeted banner ad

### » Basic Listing

Included with ASA associate membership  
Includes company name, address, website, and 1 featured category



## ASA Staffing Tech Center

The ASA Staffing Tech Center is home to resources, updates, and news related to staffing industry technology. Show your technology emphasis with an upgraded listing or a banner advertisement on the Tech Center microsite, [americanstaffing.net/techcenter](http://americanstaffing.net/techcenter).

» The ASA Staffing Tech Center features an average  
**1,188** views per month



# IN PERSON

UPDATED NAME,  
BROADER REACH!

## 2024 ASA STAFFING LAW & COMPLIANCE CONFERENCE

## ASA STAFFING LAW & COMPLIANCE CONFERENCE

Exhibit at the ASA Staffing Law & Compliance Conference, held every spring in Washington, DC. This high-visibility annual conference is the only event dedicated to the legal and regulatory issues facing staffing companies. With limited expo space available, this is the perfect forum for suppliers to target c-suite staffing executives. Visit [staffinglawconference.net](https://staffinglawconference.net) for dates and details.

»» Attracts 300-400 attendees each year

In addition to exhibit and sponsorship opportunities, suppliers can raise their visibility by advertising in the ASA Staffing Law & Compliance Conference Resource Book that is distributed to all attendees. It is a valuable take-home piece containing session materials, so attendees refer to it often during and after the show.



### Exhibitors



are **likely** to exhibit again



are **very likely** to exhibit again



**100%** are satisfied with their exhibiting experience

**Nearly all exhibitors say the ASA Staffing Law Conference is...**

- Valuable way to gain new clients
- Valuable way to reach current clients

### Attendees

**87%** influence product or service purchases

**92%** visit the expo hall **3+ times**  
75% visit **4+ times**

**46%** have been in the **staffing industry** six or more years—28% for more than 10 years

**69%** are senior **leadership**—titles range from vice president to owner to general counsel

\* Data from the 2023 ASA Staffing Law Conference.



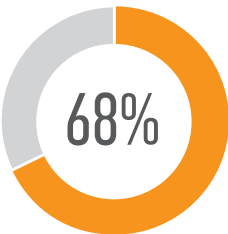
# STAFFING WORLD CONVENTION & EXPO



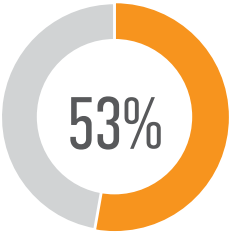
ASA invites you to exhibit and sponsor at Staffing World—the industry’s largest and most comprehensive convention and expo, bringing together qualified attendee decision makers and cutting-edge industry products and services to help staffing companies excel. Staffing World is the perfect forum to target staffing firm owners, partners, principals, c-suite executives, and more. Visit [staffingworld.net](http://staffingworld.net) for dates and details.

## Exhibitors Value the Expo Experience

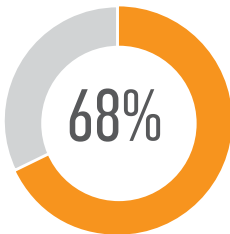
No other industry expo delivers a more impressive experience than Staffing World, where staffing professionals and industry suppliers connect, learn from one another, and work together.



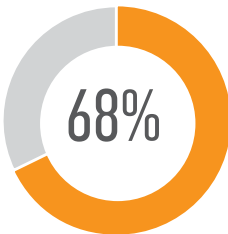
**Satisfied** with the exhibiting experience



**Satisfied** with dedicated expo time with attendees

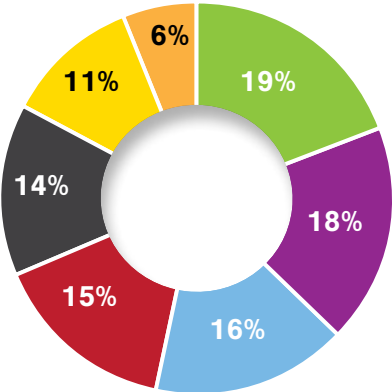


**Valuable way** to reach current clients

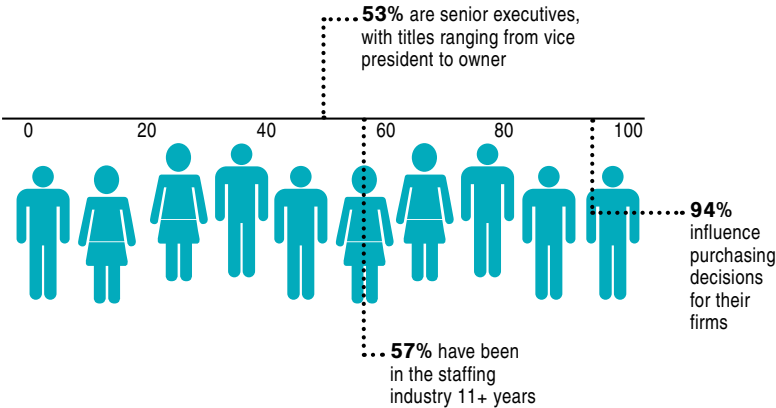
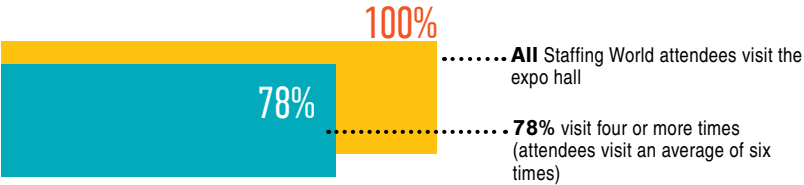


**Valuable way** to gain new clients

## Attendees Visit the Expo Often



- Owner/Franchise Owner
- President/C-Suite
- Vice President
- Director
- Manager
- Sales & Recruiting
- Other



# STAFFING WORLD MARKETING OPPORTUNITIES

## Upgrade Your Exhibitor Listing

Increase your presence on site by upgrading your exhibitor listing in the Staffing World On-Site Program and on the online floorplan.



## Staffing World Advance and On-Site Program Advertising

More than 33,000 industry professionals receive the Staffing World Advance Program—an essential opportunity to showcase your company.

All attendees of Staffing World will receive an On-Site Program—a valuable resource that they will take with them and refer back to throughout and after the show.

**Advertise in both programs to increase visibility, enhance branding, and drive traffic to your booth!**



## Staffing World Website Banner Advertising

The Staffing World website receives an average

**2,250**  
page views per month

*Staffingworld.net* is an essential resource for members to plan their schedule, register, and review content—before, during, and after the show. Make sure your branding is one of the first things they see with a banner on the Staffing World website.



# SPONSORSHIP OPPORTUNITIES

Show ASA members that you support the industry, and boost your company's bottom line, with these new sponsorship opportunities:

## IDEA Group Sponsorship

ASA recognizes that efforts to increase diversity have a powerful and positive effect on the workforce. The inclusion, diversity, and equity advocacy interest group connects ASA members who are interested in contributing to conversations around inclusion and diversity initiatives in their workplace. Sponsor this important initiative and receive year-round recognition. Opportunities for thought leadership and networking are included in this sponsorship.



## Legal Sponsorship

Are you a law firm who specializes in the staffing industry? Legal sponsors support ASA legal and legislative initiatives and receive opportunities for thought leadership and marketing (including on the highly trafficked ASA Top Legal Resources page at [americanstaffing.net/top-legal-resources](https://americanstaffing.net/top-legal-resources)), as well as complimentary registration to ASA events. There are a limited number of legal sponsorships available.

## Women in Leadership Sponsorship

The ASA women in leadership interest group brings visibility to the value of women leaders in the global staffing industry and provides education and support tools to those companies committed to expanding and developing opportunities for diverse leaders. Your sponsorship helps support this cause. Year-round recognition and complimentary registration to events are included.



## Staffing World: ASA Annual Convention & Expo

Offering vehicles for thought leadership, branding, and networking opportunities, Staffing World is the perfect opportunity to show the staffing industry your support through sponsorship.



KNOWLEDGE HUB



ASA CARES LIVE



KEYNOTE SESSION

Visit [americanstaffing.net/industry-solution-providers](https://americanstaffing.net/industry-solution-providers) for a full list of opportunities that are available—such as hotel door drops, networking lunches, charging stations, and much more.

**For more information, contact ASA:**

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cdepue@americanstaffing.net

**You can also view order forms online at  
*[americanstaffing.net/supplierforms](https://americanstaffing.net/supplierforms).***



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