



ASA CENTRAL 2025 ADVERTISING CONTRACT

American Staffing Association

Company Name

Company Contact

Address

City / State / ZIP Code + 4

Phone

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.

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.

Transform the way you engage with candidates and clients with **Connected Recruiting**. [View the Guide](#)

Terms and Conditions Contact Us Help/FAQs www.americanstaffing.net search

Home Browse Communities Directories ASA Certification Manage Company ASA Webinars Volunteer Industry Supplier Resources

Welcome to ASA Central

This is the industry's largest networking community exclusively for members of the American Staffing Association! Collaborate with your peers to share strategies, solve challenges, and develop new approaches.

[Learn More](#)

Explore

Discover communities to enrich your experience and learning opportunities.

[More ▶](#)

Connect

Build your network and find peers who share your goals and challenges.

[More ▶](#)

Engage

Join in discussions with your peers and industry leaders to expand your knowledge.

[More ▶](#)

AD PLACEMENT AND FREQUENCY

| Placement | Rate |
|---|--|
| ASA Central Home Page ads: Header Banner ad Footer Banner ad | <input type="checkbox"/> \$1,050/month <input type="checkbox"/> \$525/month |
| ASA Central Member Directory Page ads: Header Banner ad Right-Side Skyscraper ad Footer Banner ad | <input type="checkbox"/> \$790/month <input type="checkbox"/> \$525/month <input type="checkbox"/> \$370/month |
| ASA Central Browse Page ads: Header Banner ad Right-Side Skyscraper ad Footer Banner ad | <input type="checkbox"/> \$790/month <input type="checkbox"/> \$525/month <input type="checkbox"/> \$370/month |
| Discussion Thread—Add On to Website Ad will be placed on discussion posts. These are sold per two-week period. Choose from first half of the month or second; graphic changes are made on the 1 st and 15 th of each month. | <input type="checkbox"/> \$1,500/two weeks* (1 st half of month; runs day 1-14) <input type="checkbox"/> \$1,700/two weeks* (2 nd half of month; runs day 15-end of month) <i>*Add-on rate for ASA Central website</i> |
| Discussion Thread Only Ad will be placed on discussion posts. These are sold per two-week period. Choose from first half of the month or second; graphic changes are made on the 1 st and 15 th of each month | <input type="checkbox"/> \$2,040/two weeks (1 st half of month; runs day 1-14) <input type="checkbox"/> \$2,240/two weeks (2 nd half of month; runs day 15-end of month) |

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

TERMS AND CONDITIONS

Ad Specifications:

- ASA Central Header Banner Ads (Home, Member Directory, and Browse pages) are 962 width x 125 height in pixels.
- Right-Side Skyscraper Ads (Member Directory and Browse pages) are 125 width x 1000 height in pixels.
- Footer Banner Ads (Home, Member Directory, and Browse pages) 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 200 width x 200 height in pixels and are requested in both PNG and EPS file formats. 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. Email digital artwork directly to Corie Depue at cdepue@americanstaffing.net.

Payment Policy: Rates quoted are per insertion in 2025. 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 a secure invoice link to pay online upon contract submission.