



American Staffing Association

STAFFING TODAY 2025 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 preview shows the Staffing Today website layout. At the top, there are two ad spots labeled "Your Ad Here" with dimensions "728 x 90 pixels". Below the ad spots is the website header with the ASA logo and the text "STAFFING TODAY YOUR #1 SOURCE FOR INDUSTRY NEWS & DATA". The main content area is titled "HEADLINE NEWS" and lists several articles. Below the news is a "LEGAL WATCH" section. At the bottom, there is an "UPCOMING EVENTS" section with three columns of event listings for 08/28, including webinars and a lunch event.

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 | | | |
| | 1 | 2 3 | |
| 6 7 | 8 9 10 | | |
| 13 14 | 15 16 17 | | |
| 20 | 21 22 23 24 | | |
| 27 | 28 29 30 31 | | |
| FEBRUARY | | | |
| | 3 4 5 6 7 | | |
| 10 11 12 13 14 | | | |
| 17 18 19 20 21 | | | |
| 24 25 26 27 28 | | | |
| MARCH | | | |
| | 3 4 5 6 7 | | |
| 10 11 12 13 14 | | | |
| 17 18 19 20 21 | | | |
| 24 25 26 27 28 | | | |
| 31 | | | |
| APRIL | | | |
| | | 1 2 3 4 | |
| 7 8 9 10 11 | | | |
| 14 15 16 17 18 | | | |
| 21 22 23 24 25 | | | |
| 28 29 30 | | | |
| MAY | | | |
| | | 1 2 | |
| 5 6 7 8 9 | | | |
| 12 13 14 15 16 | | | |
| 19 20 21 22 23 | | | |
| 26 | 27 28 29 30 | | |
| JUNE | | | |
| | 2 3 4 5 6 | | |
| 9 10 11 12 13 | | | |
| 16 17 18 19 20 | | | |
| 23 24 25 26 27 | | | |
| 30 | | | |
| JULY | | | |
| | 1 2 3 | 4 | |
| 7 8 9 10 11 | | | |
| 14 15 16 17 18 | | | |
| 21 22 23 24 25 | | | |
| 28 29 30 31 | | | |
| AUGUST | | | |
| | | | 1 |
| 4 5 6 7 8 | | | |
| 11 12 13 14 15 | | | |
| 18 19 20 21 22 | | | |
| 25 26 27 28 29 | | | |
| SEPTEMBER | | | |
| 1 | 2 3 4 5 | | |
| 8 9 10 11 12 | | | |
| 15 16 17 18 19 | | | |
| 22 23 24 25 26 | | | |
| 29 30 | | | |
| OCTOBER | | | |
| | 1 2 3 | | |
| 6 7 8 9 10 | | | |
| 13 14 15 16 17 | | | |
| 20 21 22 23 24 | | | |
| 27 28 29 30 31 | | | |
| NOVEMBER | | | |
| | 3 4 5 6 7 | | |
| 10 11 12 13 14 | | | |
| 17 18 19 20 21 | | | |
| 24 25 26 | 27 28 | | |
| DECEMBER | | | |
| | 1 2 3 4 5 | | |
| 8 9 10 11 12 | | | |
| 15 16 17 18 19 | | | |
| 22 23 24 | 25 | 26 | |
| 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.

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.

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. 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.

Advertiser indemnifies The YGS Group and American Staffing Association against losses or liabilities arising from this advertising. The YGS Group assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred.

Full payment is due net 30 days upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges.

All sales are final, and no cancellations will be accepted. All requested available metrics for contracted digital ad runs will be provided a maximum of once per month at the conclusion of the run unless otherwise explicitly outlined by product in this agreement. Metrics will be sent in the format that ASA provides to the YGS Group.