



2020 Print Advertising Contract

- 1. Staffing Success magazine
- 2. Staffing Law Digest
- 3. Advance Program
- 4. On-Site Program



Company Name _____

Company Contact _____

Address _____

City / State / ZIP code _____

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.

PAYMENT See payment policy.

A. Staffing Law & Staffing Success \$ _____

B. Staffing World Programs \$ _____

Grand Total (for all insertions): \$ _____

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 payment online with credit card payment.

Cardholder Signature _____ Date _____

Credit card information furnished to ASA will be used only as necessary to process payment and will not be stored or shared with any other party except as may be required by law. All sales are final.

1. Staffing Success

The association's flagship magazine, *Staffing Success* provides expert insight and analysis on the issues facing the staffing industry today, and reaches 35,000+ industry professionals.

2. Staffing Law Digest

The digest of legal news for the staffing industry, with insight on national legislative issues, regulatory matters, and important advocacy efforts from the nation's premier authorities on staffing law.

Issue	Preferred Position? Add 15%*	Cost (rates on back)
▪ January–February <i>Staffing Success</i>	<input type="checkbox"/>	\$ _____
▪ <i>Staffing Law</i> —Vol. I		\$ _____
▪ Mar–Apr <i>Staffing Success</i>	<input type="checkbox"/>	\$ _____
▪ <i>Staffing Law</i> —Vol. II		\$ _____
▪ May–June <i>Staffing Success</i>	<input type="checkbox"/>	\$ _____
▪ July–Aug <i>Staffing Success</i> **	<input type="checkbox"/>	\$ _____
▪ Special Issue: Staffing Industry Playbook**	<input type="checkbox"/>	\$ _____
▪ Sept–Oct <i>Staffing Success</i> **	<input type="checkbox"/>	\$ _____
▪ <i>Staffing Law</i> —Vol. III**		\$ _____
▪ Nov–Dec <i>Staffing Success</i>	<input type="checkbox"/>	\$ _____

A. Staffing Success & Staffing Law Subtotal \$ _____

* Except specific ad locations published in rate chart—those prices apply.

** These issues promote Staffing World 2020.

Frequency: 10x 8x 7x 3x 1x

Ad Size: Full Page 2/3 Vertical 1/2 Horizontal
 1/3 Square 1/3 Vertical 1/4 Square

Covers: Cover 2 Inside Front Page Cover 3 Inside Back Page Cover 4 Back Cover



STAFFING WORLD®
ASA Convention & Expo

LEARNING INNOVATION LEADERSHIP

Oct. 20–22, 2020 ■ Nashville, Tennessee

3. Advance Program

33,000+ circulation

4. On-Site Program

On-site distribution

	Cost (Rates on Back)
Advance Program	\$ _____
Ad Size: <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Horizontal	
Covers: <input type="checkbox"/> Cover 2 Inside Front Page <input type="checkbox"/> Cover 3 Inside Back Page <input type="checkbox"/> Cover 4 Back Cover	
On-Site Program	\$ _____
Ad Size: <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Horizontal <input type="checkbox"/> Full Page with tab (\$650 add on)	
Covers: <input type="checkbox"/> Cover 2 Inside Front Page <input type="checkbox"/> Cover 3 Inside Back Page <input type="checkbox"/> Cover 4 Back Cover	

B. Staffing World Programs Subtotal \$ _____

Fax to ASA Advertising: 703-253-2053

American Staffing Association ■ 277 S. Washington St., Suite 200 ■ Alexandria, VA 22314-3675
sales@americanstaffing.net ■ 703-253-2020

2020 Advertising Contract—Page 2

RATES

Staffing Law and Staffing Success—rates per issue

SIZE/FREQUENCY	10x	8x	7x	3x	1x
Full Page	\$3,105	\$3,650	\$4,005	\$4,475	\$4,800
2/3 Vertical	\$2,520	\$2,830	\$3,110	\$3,365	\$3,560
1/2 Horizontal	\$2,125	\$2,400	\$2,610	\$2,875	\$3,050
1/3 Square	\$1,955	\$2,195	\$2,410	\$2,615	\$2,765
1/3 Vertical	\$1,870	\$2,100	\$2,310	\$2,485	\$2,615
1/4 Square	\$1,590	\$1,785	\$1,970	\$2,130	\$2,220
2-Page Spread	\$5,075	\$5,705	\$6,270	\$7,125	\$7,675
First Page	\$5,915	\$6,640	\$7,305	\$8,140	\$8,715
Cover 2 & 3	\$5,915	\$6,640	\$7,305	\$8,140	\$8,715
Cover 4	\$6,565	\$7,370	\$8,095	\$8,830	\$9,490
ONLY AVAILABLE IN STAFFING SUCCESS					
Adjacent Masthead (1/3 Vertical)	\$3,400	\$3,640	\$4,000	\$4,320	\$4,585
Opp. Voice of Staffing (Full Page)	\$4,885	\$5,485	\$6,030	\$6,710	\$7,260

Staffing World 2020 Programs—rates per issue

SIZE	RATES
Full Page	\$5,025
1/2 Page Horizontal	\$3,195
Cover 2 & 3	\$9,130
Cover 4	\$9,470

All rates shown above are ASA member rates and apply only if membership is maintained for the duration of the contract. Nonmembers add 50%.

There is a \$650 upgrade for full page ads to a tab page. Call 703-253-1142 for details.

Ad Specifications

Same ad specifications for *Staffing Success* and *Staffing World Advance Program*

AD SIZE	WIDTH	HEIGHT
Full Page (Bleed size)*	8-1/4" (8-1/2")	10-7/8" (11-1/8")
1/2 Page Horizontal (No Bleed)	7-1/4"	4-3/4"

Below sizes are also available for *Staffing Success* and *Staffing Law* only

Full Page (Bleed size)*	8-1/4" (8-1/2")	10-7/8" (11-1/8")
2/3 Vertical (No Bleed)	4-3/4"	9-3/4"
1/3 Square (No Bleed)	4-3/4"	4-3/4"
1/3 Vertical (No Bleed)	2-1/4"	9-3/4"
1/4 Square (No Bleed)	3-1/2"	4-3/4"

Special Ad Specifications

Below sizes are also available for *Staffing Success*, *Special Issue* and the *Staffing World On-Site Program*. These issues are a playbook size.

AD SIZE	WIDTH	HEIGHT
Full Page (Bleed size)*	7.25" (7.5")	10" (10.25")
1/2 Page Horizontal (No Bleed)	6.25"	4.375"

*Full-page bleed size: add .125" bleed on all sides.

Live area: 6.75" x 9.5" (no type or logos outside this area)

TERMS AND CONDITIONS

DEADLINES

Staffing Law Digest and Staffing Success

A completed contract must be received 45 days prior to the month of the selected issue for each advertiser. Artwork is then due 30 days before the month of the issue.

Staffing World Advance Program

Reservation due May 1, 2020. Artwork is due by May 15, 2020.

Staffing World On-Site Program

Reservation due July 17, 2020. Artwork is due by July 31, 2020.

ARTWORK SUBMISSION

Artwork may be emailed directly to Kerri Knadle at kknadle@americanstaffing.net or sent via Dropbox.

PAYMENT POLICY

Rates quoted are per insertion. Rates are net. Except by special advance arrangements, 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, with frequency discounts honored. All 1x ad placements require full payment at time of order. All 3x ad reservations require full payment for first insertion at time of order, and subsequent insertions will be billed to credit card provided on contract at closing date for reserved issue. All 7x, 8x, and 10x ad reservations also require full payment for first insertion at time of order, and subsequent insertions will be billed to credit card provided on contract at closing date for reserved issue. Except for specific ad locations published in the *Staffing Success* rate chart, an additional charge of 15% is assessed per ad per preferred placement (e.g., RHP, far-forward, etc.). A 15% discount is available to authorized agencies (see Agencies below); discount not available where agency and advertiser have common ownership.

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.**

GENERAL INFORMATION

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 ads that do not meet its editorial or production criteria. ASA prohibits advertising, exhibiting, and marketing to staffing firms' regular employees for the explicit purpose of recruiting and soliciting such employees for employment or entrepreneurial opportunities, including but not limited to franchising opportunities. ASA reserves the right to determine the suitability of all advertisements, exhibits, and other forms of marketing and solicitations, and, in its sole judgment, may approve, reject, or revoke such for any reason.

- **Agencies** ASA accepts the advertising placed by agencies on behalf of their clients under the rules of agency as defined in the Uniform Commercial Code; therefore, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. A 15% discount is available to authorized agencies with prepayment. However, discounts are not available where agency and advertiser have common ownership. Failure on the part of an advertising agency to pay for space ordered does not release the client company from obligation to pay for all costs contracted on its behalf.
- **Materials and Regulations** Artwork must arrive by specified closing dates. ASA, or contracted printers, 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. Each advertiser or agency will receive two copies of the current issue. The words "advertisement" or "special advertising section" will be placed with ads that, in the publisher's opinion, resemble editorial manner. ASA is not responsible for shifts in color due to differences between the file and the proof. ASA reserves the right to reject improperly prepared materials.
- **Basic Formatting and Specifications** Artwork should be submitted in print-ready PDF (6.0 or higher). Allow 1/8" bleed on all sides of full-page bleeds; crop marks should be included outside of ad area (set off at 1/8"). For partial-page ads, do not submit ads with bleed or crop marks (sizes must measure specified live area). Convert fonts to outline when possible. All spot inks should be converted to process colors. All color imagery should be saved at 300 ppi resolution in TIF or EPS format. Maximum ink density in any image should not exceed 360. Line art should be saved as vector-based EPS or minimum 800 ppi bitmap mode TIF. Never use transparent TIF function in Photoshop; create a clipping path in the image file. Provide high-quality color proof with all color ads; SWOP proofs preferred.