



American Staffing Association

2015 NEWSLETTER APPLICATION AND CONTRACT *Staffing Today* Advertising

Company name

Company contact

Address

City / State / ZIP Code + 4

Phone _____ Fax _____

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 rates, calculations, discounts, and payment policy on page 2.

Circle **premium** frequency:
3 days 8 days 13 days 26 days 43 days

Circle **featured** frequency:
3 days 8 days 13 days 26 days 43 days

Cost for **premium** insertions: \$ _____
Cost for **featured** insertions: \$ _____
Discount \$ _____

Grand Total: \$ _____

Check enclosed (payable to American Staffing Association)
 Charge total to credit card: American Express MasterCard Visa

Card number _____ Expiration _____

Cardholder name

Billing address

City / State / ZIP Code + 4

Daytime phone

Cardholder signature _____ Date _____

ASA believes your right to privacy is important. Any credit card information furnished to ASA will be used only as necessary to process payment and will not be shared with any other party except as may be required by law. All sales are final.

Staffing Today reaches the largest audience in the industry—reaching 33,000+ staffing professionals each business day. This influential audience goes beyond ASA members. No other daily newsletter in the staffing, recruiting, and workforce solutions industry delivers this wide and influential an audience.

Staffing Today also keeps the entire staffing community informed on important ASA advocacy, court actions, regulatory developments, and legislation that can directly affect clients, employees, and business operations. The daily newsletter also carries an all-inclusive summary of the association's most current professional resources, educational events, and important reminders.

Advertising in *Staffing Today* puts your products and services in front of a qualified target audience. Increase your company's visibility and market share by securing your ad space in *Staffing Today*.

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Your #1 Source for Industry News

Published by the American Staffing Association Contact ASA

March 5, 2015

Headline News
 High Court Hears Arguments on ACA Subsidies—ASA Among Limited Observers
 Cross Country Healthcare Announces Fourth Quarter and Full Year 2014 Financial Results
 RCM Technologies Inc. Announces Fourth Quarter and Full Year 2014 Results
 Fed: Economy Expanded; Staffing Was Mixed
 Jobless Claims in U.S. Increased 7,000 Last Week to 320,000
 Service-Sector Activity Edges Up in February

ASA for You
 ASA Headquarters Closed Today; Webinar Will Take Place as Scheduled
 Still On: Today's Free ASA Webinar—Negotiating Tips
 Tomorrow Is the Last Day to Save on ASA Staffing Law Conference Registration
 What's Trending on ASA Central Right Now

Legal Watch
 EEOC Will Now Process Sexual Orientation Discrimination Claims
 New York Tip Law Update: Subminimum Wage for Tipped Employees Will Increase to \$7.50 Per Hour on December 31, 2015

Trends and Research
 New Study Debunks Myth That Supplemental Nurses Reduce Patient Satisfaction
 Temporary Jobs Are a Growth Industry

Headline News
High Court Hears Arguments on ACA Subsidies—ASA Among Limited Observers
 American Staffing Association (03/05/15) Edward A. Lenz

The U.S. Supreme Court heard oral arguments yesterday in the case of *King v. Burwell*—the most serious challenge to the ACA since the court's 2012 decision upholding the constitutionality of the "individual mandate" requiring most U.S. citizens to buy health insurance or pay a penalty.

Rates and Placements

Staffing Today—Every Business Morning (Circulation 33,000+)

Premium Ad Posted to the left side of the first editorial item in the newsletter vertically so that the readers will see it in the opening screen.

Feature Ad Posted to the left side in the newsletter underneath the premium position.

Rates

Position	3 days	8 days	13 days	26 days	43 days
Premium	\$3,606	\$7,761	\$11,583	\$19,505	\$27,812
Featured	\$1,974	\$5,795	\$8,655	\$10,395	\$13,906

Place a P for premium or an F for feature in 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
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28:	29:	30:			26:	27:	28:	29:	30:	30:					28:	29:	30:	31:	

Terms and Conditions

Ad Specifications Vertical banners (premium and featured positions) are 160 x 300 pixels. All banners should be GIF or JPEG files only, 25 kb at 72 dpi resolution. Many recipients of *Staffing Today* use Microsoft Office Outlook 2007, which does not allow animation; only the first frame of an animated GIF will show, so key content and messages should be in that frame. 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. 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.

Deadlines and Artwork Submission Artwork must be submitted two weeks prior to issue date. Email digital artwork directly to Antoinette Dixon at adixon@americanstaffing.net

Payment Policy Rates quoted are per insertion in 2015. Rates are net. Payment of all ads is required with submission of contract. 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. 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 adjusted invoice generated for previous ads when relevant.

Discounts All advertising purchased for January, February, March and December will receive a 10% discount. All advertising purchased for Monday's and Friday's will receive a 5% discount.

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.