



## 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.

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

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

## 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 Kerri Knadle at [kknadle@americanstaffing.net](mailto:kknadle@americanstaffing.net).

**Payment Policy** Rates quoted are per insertion in 2017. 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.

**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.