



American Staffing Association

# 2011 ADVERTISING CONTRACT

## Staffing Success Magazine and Staffing World® 2011 Programs

Company name

Company contact

Address

City / state / ZIP Code + 4

Phone Fax

E-Mail

Web site

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.

Cost for **Staffing Success** magazine insertions: \$

Cost for **Staffing World Program** insertions: \$

Discount, if applicable (see page 2 for requirements): \$

**Grand Total** (for all insertions): \$

- Check enclosed (payable to American Staffing Association)
- Charge total to credit card:  American Express  MasterCard  Visa
- Charge \$ to credit card per insertion for (enter number) insertions.

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 Success Magazine

As the association's popular flagship publication *Staffing Success* provides expert insight and analysis on the issues and challenges facing the staffing and recruiting industry today, and tracks trends in government and business that could affect employment services in the future. Its nearly 40,000 readers range from officers of multinational corporations and owners of independent firms to executive recruiters and branch managers.

Issue	Preferred Position, Add 15%*	Cost
<input type="checkbox"/> Jan.-Feb.		\$
<input type="checkbox"/> March-April		\$
<input type="checkbox"/> May-June		\$
<input type="checkbox"/> July-Aug.**		\$
<input type="checkbox"/> Sept.-Oct.**		\$
<input type="checkbox"/> Nov.-Dec.		\$

**Special Issue:** annual economic analysis (limited placements available)  
Mailed in summer \$

\* Except specific ad locations published in rate chart—those prices apply.  
\*\* These issues promote Staffing World 2011.

- Frequency:**  7x  6x  3x  1x
- Ad Size:**  Full Page  2/3 Vertical  1/2 Horizontal  
 1/3 Square  1/3 Vertical  1/4 Square
- Covers:**  Cover 2  Cover 3  Cover 4  
Inside Front Page Inside Back Page Back Cover



### Staffing World 2011 Programs

- Advance Program** \$  
10,000+ Distribution Preferred Position Add 15% Cost\*
- Ad Size:**  Full Page  1/2 Horizontal  
**Covers:**  Cover 2  Cover 3  Cover 4
- Final Program** \$  
On-Site Distribution Preferred Position Add 15% Cost\*
- Ad Size:**  Full Page  1/2 Horizontal  
**Covers:**  Cover 2  Cover 3  Cover 4

**Fax to ASA Advertising: 703-253-2053**

# ASA 2011 Advertising Contract—Page 2

Member rates apply only if membership is maintained for the duration of this contract. **Nonmembers add 50% to all rates.**

## Staffing Success Magazine

### Staffing Success Rates

SIZE/FREQUENCY	6x or 7x	3x	1x
Full Page	\$2,292	\$2,558	\$2,743
2/3 Vertical	\$1,779	\$1,923	\$2,038
1/2 Horizontal	\$1,507	\$1,646	\$1,744
1/3 Square	\$1,379	\$1,495	\$1,582
1/3 Vertical	\$1,322	\$1,420	\$1,495
1/4 Square	\$1,125	\$1,224	\$1,271
Opp. Masthead (2/3 Vertical)	\$2,402	\$2,598	\$2,749
Opp. Voice of Staffing (Full Page)	\$3,447	\$3,835	\$4,151
Opp. Movers & Contenders (Full Page)	\$3,447	\$3,835	\$4,151
Opp. Table of Contents (Full Page)	\$3,897	\$4,343	\$4,654
2 Page Spread	\$3,586	\$4,071	\$4,389
First Page	\$4,175	\$4,654	\$4,983
Cover 2 & 3	\$4,175	\$4,654	\$4,983
Cover 4	\$4,631	\$5,052	\$5,429

### Staffing Success Deadlines

ISSUE	RESERVE DATE	ARTWORK DATE
January–February	Nov. 15, 2010	Dec. 1, 2010
March–April	Jan. 15, 2011	Feb. 1, 2011
May–June	March 15, 2011	April 1, 2011
Special Issue (June)	April 15, 2011	May 1, 2011
July–August	May 15, 2011	June 1, 2011
September–October	July 15, 2011	Aug. 1, 2011
November–December	Sept. 15, 2011	Oct. 1, 2011

## Staffing World 2011 Programs

### Staffing World 2010 Advance and Final Program Rates

SIZE	RATES
Full Page	\$2,743
1/2 Page Horizontal	\$1,744
Cover 2 & 3	\$4,175
Cover 4	\$4,631

### Staffing World 2010 Advance and Final Program Deadlines

ISSUE	RESERVE DATE	ARTWORK DATE
Advance Program	May 1, 2011	May 15, 2011
Final Program	July 15, 2011	Aug. 1, 2011

## Ad Specifications

Same ad specifications for *Staffing Success* and Staffing World programs.

AD SIZE (LIVE AREA)	WIDTH	HEIGHT
Full Page (Trim)	8-1/4" (8-1/2")	10-7/8" (11-1/8")
1/2 Page Horizontal (No Trim)	7-1/4"	4-3/4"

The following sizes are also available for *Staffing Success* only (not programs).

2/3 Vertical (No Trim)	4-3/4"	9-3/4"
1/3 Square (No Trim)	4-3/4"	4-3/4"
1/3 Vertical (No Trim)	2-1/4"	9-3/4"
1/4 Square (No Trim)	3-1/2"	4-3/4"

## Terms and Conditions

### ARTWORK SUBMISSION

Artwork may be e-mailed directly to Sarah Albritton at salbritton@americanstaffing.net. Or artwork may be uploaded to the ASA FTP site: In browser address field, type ftp://advertisers:sellthruasa@ftp.americanstaffing.net. Then paste ad in "advertisers" folder. Be sure to include advertiser company name in file name. Contact Sarah Albritton at salbritton@americanstaffing.net or 703-253-2042 after ad has been transferred.

### PAYMENT POLICY

Rates quoted are per insertion. Rates are net. Ad contract and rates for the 2012 calendar and rate year will be published by Sept. 1, 2011. 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 6x and 7x 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. Or 6x and 7x advertisers may receive a 10% discount by prepaying all six or seven issues with contract. 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 with prepayment (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 will not accept advertising to recruit the regular employees of staffing firms, or to buy or sell staffing firm interests, franchises, or licenses.

- 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 complimentary copies of the issue(s) in which it advertises. Additional copies may be purchased. 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. Provide laser proof with all B&W ads. For questions on formatting or other ad specifications, please contact Sarah Albritton at 703-253-2042 or salbritton@americanstaffing.net.