



American Staffing Association

2010 E-NEWSLETTER CONTRACT

Staffing Week, Inside ASA, and Staffing Law Advertising

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 rates, calculations, and payment policy on page 2.

WEEKLY: Cost for **Staffing Week** insertions: \$ _____

BIWEEKLY: Cost for **Inside ASA** insertions: \$ _____

3X PER YEAR: Cost for **Staffing Law** insertions: \$ _____

Discount, if applicable \$ _____

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.



ASA members rate *Staffing Week* their most popular benefit. Distributed every Monday, this e-newsletter keeps 10,000 staffing professionals up-to-date on economic news, court actions, regulatory developments, and legislation that can directly affect clients, employees, and business operations. Advertising in *Staffing Week* puts your products or services in front of a qualified target audience: ASA members. Rates are extremely affordable. Choose from a variety of banner ad locations, or advertorial space, and link directly to your Web site.



This biweekly e-mail goes to 20,000 staffing industry professionals—ASA members and nonmembers—as an all-inclusive summary of the association's most current professional resources, educational events, and important reminders. Topics include professional and corporate certification, conference and Webinar notices, and survey invitations and results. *Inside ASA* has boosted ASA sales—let it boost yours.



Staffing Law is a digest of recent legal, legislative, and regulatory developments that affect the staffing industry. Prepared by the ASA public affairs staff for ASA members, this e-newsletter is published online three times per year (January, May, and September). An e-mail notice of content highlights is e-mailed to 10,000 staffing professionals. Your banner ad could be featured in this prestigious publication.



VALUE PACKAGES

- Reserve four *Staffing Week* premium banner ads and get two supplier links free.
 Reserve any six premium banner ads and get two additional complimentary banners in the newsletter of your choice.
 Reserve any 10 premium banner ads and get four additional complimentary banners of your choice.

Fax to ASA Advertising: 703-253-2053

American Staffing Association ■ 277 S. Washington St., Suite 200 ■ Alexandria, VA 22314-3675 ■ 703-253-1169 ■ rjonas@americanstaffing.net

Rates and Placements

Terms and Conditions

Staffing Week—Every Monday (Circulation 10,000 Members)

Premium Ad posted beneath the table of contents and above the e-newsletter body, to appear on the opening screen. \$998 per week.
Feature Ad posted between the first and second editorial items in the newsletter so that the readers will see it as they scroll down. \$489 per week.
Standard Ad posted between items in the e-newsletter. \$325 per week.
Supplier Link graphic created by ASA to appear as an advertorial box. It is posted between stories of the e-newsletter, and it may contain a maximum of 85 words of advertiser copy (no graphics), edited for space and according to ASA style. \$489 per week.

Issue Date <small>(Mondays only; e.g., March, April, etc.)</small>	Placement <small>(e.g., Premium, Feature, etc.)</small>	Rate

Attach addendum of additional dates. **Staffing Week Total Cost:** _____ *

Inside ASA—Biweekly (Circulation 20,000 Industry Wide)

Premium Ad posted beneath the table of contents and above the e-newsletter body, to appear on the opening screen. \$998 per issue
Feature Ad posted between the first and second items of body copy. \$489 per issue.
Standard Ad posted between items in the e-newsletter. \$325 per issue.

Issue Date: <small>(Approximate or call for availability)</small>	Placement: <small>(e.g., Premium, Feature, etc.)</small>	Rate

Attach addendum of additional dates. **Inside ASA Total Cost:** _____ *

Staffing Law—3x per Year (Circulation 10,000 Members)

Premium Ad posted beneath introductory copy and above the table of contents, to appear on the opening screen. \$998 per issue.
Feature Ad posted between the first and second items of body copy. \$489 per issue.
Standard Ad posted between items in the e-newsletter. \$325 per issue.

Issue Date: <small>(May and September 2010 only. Call for availability.)</small>	Rate

Staffing Law Total Cost: _____ *

*Transfer totals to page 1 of contract. Member rates apply only if membership is maintained for the duration of this contract. Nonmembers add 50%.

Ad Specifications Banner ads of 600 x 75 pixels (GIF or JPEG files only), 25 kb at 72 dpi resolution are acceptable for all ads in *Staffing Week*, *Inside ASA*, and *Staffing Law*. In *Staffing Week* the Supplier Link is created by ASA to fit 554 x 120 pixels; it may contain a maximum of 85 words of advertiser copy (no graphics), edited for space and according to ASA style. *Note:* Many recipients of ASA e-newsletters 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.

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.

Links Each ad is hyperlinked to the advertiser’s Web site. Headlines in *Staffing Week* and *Inside ASA* are jump-linked within the e-newsletter to ads that precede news items.

Deadlines and Artwork Submission Artwork must be submitted two weeks prior to issue date. E-mail digital artwork 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 uploaded.

Payment Policy Rates quoted are per insertion in 2010. Rates are net. Ad contract and rates for the 2011 calendar and rate year will be published by Sept. 1, 2010. 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. A 15% discount is available to authorized agencies with prepayment; 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: 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.