

CONVENTION BOOK ADVERTISING

Broaden Your Exposure

Drive traffic to your booth by purchasing a full-page ad in the Staffing World 2006 convention book. All attendees receive the convention book, which includes the complete convention agenda, a map of the hotel, the speaker roster, workshops at a glance, the expo hall floor plan, exhibitor listings, Communications Awards winners, ASA leadership roster, and the Staffing World 2006 attendee roster.

Extend your reach into the expo hall and beyond with your convention book ad. Your cleverly designed ad incorporating your company's logo, look, and message will be a powerful road map when you boldly add your booth number. This helps attendees locate your booth in the expo hall and at the same time allows them to connect with your marketing message.

Your ad will remind them of your services and bring them to you during and after the event. Attendees routinely retain the convention book and use it as a ready reference throughout the year for locating goods and services to run their staffing companies. Your convention book ad will produce results at Staffing World and in the months to follow, reinforcing your brand and visibility.

Payment

Full payment and contract due **Aug. 28**. Ads due **Sept. 1**.

Full-page, four-color	_____ insertions x \$2,250 = _____
Full-page, black-and-white	_____ insertions x \$1,750 = _____
Inside back cover, four-color	\$3,250 _____
Inside front cover, four-color	\$3,500 _____
Back cover, four-color	\$3,750 _____
Nonmembers, add 50%	_____
	TOTAL DUE _____

No agency commission is offered for convention book advertising.

Check enclosed (payable to American Staffing Association) for \$ _____
 Charge \$ _____ to American Express MasterCard Visa

Card number _____ Exp. date _____

Name on card _____

Signature _____

Signature

Signature below constitutes advertiser/agency agreement to the terms, conditions, and regulations of this contract and the associated advertising specs.

Signature _____ Date _____

Name _____ Title _____

Company name _____

Phone _____ E-mail _____

Submit Contract, Payment, and Ads

Please submit contract, payment, and ads to Lois F. Brand, director of sales, via fax to 703-253-2053 or via mail to American Staffing Association, 277 S. Washington St., Suite 200, Alexandria, VA 22314-3675. Questions? Contact Lois at 703-253-2040 or lbrand@americanstaffing.net.

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Terms and Conditions

- This contract contains the entire agreement between the parties and supersedes any other written or oral representations or agreements. All payments are non-refundable.
- Sponsors that receive full-page black-and-white advertising as part of their sponsorship package and wish to upgrade to a four-color ad or cover position must pay the difference in the rates.
- Cover positions are accepted on a first-come, first-served basis.
- All advertising material is subject to ASA approval. ASA accepts the advertising placed by advertising agencies on behalf of their clients under the rules of agency as defined in the Uniform Commercial Code. As such, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. 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. No agency commission is offered for convention book advertising. All convention book advertising must be pre-paid.
- 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 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.

Convention Book Ad Specs

Dimensions

Live area: 6 3/4 inches by 9 3/4 inches
 Trim size: 7 3/4 inches by 10 3/4 inches
 Bleed size: 8 inches by 11 inches

Full-page and cover nonbleed ads: create file at live area size

Full-page and cover bleed ads: create file at trim size and add 1/4 inch for the bleed

Please ensure that all live matter falls within the live area size of the page.

Format for Digital Files

ASA prefers to receive digital materials for convention book advertising in the following accepted formats.

Preferred format:

Macintosh platform: QuarkXPress (4.0 or greater). File supplied (in native application) with all supporting fonts, artwork, and logos (including nested fonts and art). If using Quark 6.0 for Mac, do not use ".d" fonts under OSX.

Other accepted formats:

- Adobe Illustrator: with type converted to outlines, saved as EPS, and with all linked files
- Macromedia Freehand: with type converted to paths, saved as EPS, and with all linked files
- Adobe Photoshop: saved as TIFF or EPS
- Adobe PageMaker: any embedded graphics must also be submitted as separate files
- CorelDraw: with fonts converted to curves and saved as an Illustrator EPS file
- Print optimized PDFs with embedded fonts.

Other applications will not be accepted.

Fonts and Artwork

All printer and screen fonts, including fonts embedded in art files, must be supplied. Please include the font suitcase in addition to the actual font versions you are using. PC files may be submitted. However, because the convention book is created on the Macintosh platform, Macintosh fonts may be substituted. Character styles (such as bold, italic, etc.) should not be applied in the file application (applied styles will often default when processed for printing); use a postscript font in the appropriate style.

Scans

Line art should be provided at 900 dpi in TIFF format. 4C images should be provided at 300 dpi, CMYK (not RGB). All scanned images must be saved as TIFF or EPS. Scan your photograph or transparency as close to the actual reproduction size as possible—a 20% margin plus or minus is optimum. For efficient processing of your ad, please avoid sending unnecessarily large high-resolution files.

Required Materials

- File of the ad (e.g., QuarkXPress file).
- All support files that are incorporated into your ad (e.g., logo scans, images).
- The screen and printer fonts used in your ad. Fonts need to be included even if the ad is saved as an EPS file. Also include all embedded fonts contained in nested graphics such as logos.
- A full size hard-copy printout of the ad you are supplying. If the ad is in color, please supply a color print.
- A full size color-separated laser proof if your ad is more than one color.
- If the ad contains 4C scanned images or builds of three or more colors, provide a laminated or high-end digital color proof (Iris or Kodak Approval).

We are not responsible for shifts in color due to differences between the file and the proof. If an acceptable color proof is not supplied, you will be charged to have one made from your file.

Compatible Media

Mac/PC Formatted (1.44 MB floppies), CD ROM (CD-R, CD-RW), Magneto Optical (5 *": 650MB, 1.3GB, 2.3GB, 2.6GB, 3 *": 128MB), Zip Disk (100 MB, 250 MB).

Other Materials

In addition to digital files, ASA will accept film.

- Black-and-white ads: Negative, velox, linotronic output, or camera-ready art. Laser printouts are not acceptable.
- Color ads: Film negative, right reading, emulsion side down, 150 line screen. A full size color proof made from the provided film (such as a chromalin or matchprint) must be provided for all film-based color ads. PLEASE NOTE: Laser proofs, digital proofs, and tearsheets are not acceptable.

ASA reserves the right to reject improperly prepared materials. Materials not meeting the above specifications will be returned to the advertiser for correction, or may be altered to meet these specifications. Such alterations will be charged to the advertiser at cost plus 50%.

Questions

If you have questions about the materials you are providing, contact Lois F. Brand, director of sales, at 703-253-2040 or lbrand@americanstaffing.net.

Materials must be received by **Sept. 1**.