

# CONVENTION BOOK ADVERTISING

## Broaden Your Exposure

Drive traffic to your booth by purchasing a full-page ad in the Staffing World 2007 convention book. All attendees receive the convention book, which includes the complete convention agenda, maps of the convention center and hotels, workshop descriptions, the expo hall floor plan, exhibitor listings, communications awards winners, and ASA leadership.

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 attendees 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 due with contract. Contracts accepted until **July 27**. Ad materials due by **Aug. 6**.

Full-page, four-color	_____	insertions x \$2,500	_____
Full-page, black and white	_____	insertions x \$1,900	_____
Inside back cover, four-color		\$3,500	_____
Inside front cover, four-color		\$3,750	SOLD
Back cover, four-color		\$4,000	SOLD
<i>Nonmembers, add 50%</i>			
		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 \_\_\_\_\_

## Submission of Contract, Payment, and Ads

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

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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 nonrefundable.
- 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 prepaid.
- 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.

### Dimensions

Live area: 7 1/2 inches by 10 1/8 inches  
Trim size: 8 1/4 inches by 10 7/8 inches  
Bleed size: 8 1/2 inches by 11 1/8 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 text and graphics fall within the live area of the page.

*Staffing Success* ads may be picked-up.

### 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
- Adobe In Design, embedded graphics saved as TIFF or EPS
- 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

- 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. 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.
- 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).

ASA is not responsible for shifts in color due to differences between the file and the proof.

### Compatible Media

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

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 CEM, director of sales, at 703-253-2040 or lbrand@americanstaffing.net.

Materials must be received by **Aug. 6.**