



American Staffing Association

2011 SUPPLIERS DIRECTORY APPLICATION AND CONTRACT

Online Suppliers Directory and 2011–12 *Members & Suppliers Directory*

Maintain your brand and cultivate new clients through popular ASA directories. The online searchable suppliers directory and the 2011–12 *Members & Suppliers Directory* are invaluable resources that members turn to on a day-to-day basis to find the products and services they need. Be sure to have your company listed in both.

ONLINE

Online Suppliers Directory

Marketing online puts you in front of active members and buyers looking for resources to help their staffing firms excel. Whether it is payroll needs or software, financial services or health care, ASA has numerous categories that will increase your visibility.

BASIC CATEGORY LISTING—Each listing includes your company name, address, contact, phone, fax, e-mail, Web site, and a 50-word description. (Choose your categories—see page 2 for options) **\$850 per listing**

UPGRADED LISTING—Includes all of above plus a special call-out button where you can drop in your logo or other graphic that links back to your Web site. (See specifications) **\$1,050 per listing** (Includes Basic Category Listing)

DELUXE LISTING—Includes category and upgraded logo plus your own banner ad right above your listing in your preferred categories. (See **BEST VALUE!** specifications) **\$2,400** (includes Basic Category Listing, Upgraded Logo, and Banner)

PREMIERE AND PREFERRED BANNER PLACEMENT—Earn significant ROI and traffic with enhanced banner ad locations. With a premiere placement, you have the option of being the very first banner in your categories. With a preferred placement option, your ad is guaranteed to be visible on the category landing page immediately below the premiere ad.

Premiere Banner First banner in category (only one) **\$1,989**
Preferred Banner Instant visibility on landing page (only four) **\$1,848**

PRINT

2011–12 *Members & Suppliers Directory*

Very popular with members, this networking guide to the staffing industry lists ASA members and executive contact information for each firm. It is mailed every spring to nearly 10,000 staffing professionals. Most valuable to ASA members, the directory includes a listing of companies that provide products and services to the staffing industry.

BASIC CATEGORY LISTING Each listing includes your company name, address, contact, phone, fax, e-mail, Web site, and a 50-word description. (Choose your categories—see Page 2 for options) **\$715 per listing**

UPGRADED LISTING Includes all of above, plus your company logo or graphic. (See specifications) **\$1,215 per listing** (includes basic category listing)

_____ 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.

Payment See payment policy. Nonmembers add 50% to published rates.

Cost for **online suppliers directory** listing and advertising: \$ _____

Cost for **Members & Suppliers Directory** listing and advertising: \$ _____

Discount, if applicable \$ _____

Grand Total (for all advertising): \$ _____

- Check enclosed (payable to American Staffing Association)
- Charge credit card: American Express MasterCard Visa

Card number

Expiration date

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 and no cancellations will be accepted. Nonmembers add 50% to all rates.** Member rates apply only if membership is maintained for the duration of this contract.

ADVERTISING OPTIONS Stand out from your competitors with an ad.			
Ad Size	Cost	Preferred Placement? (Add 15%) (Next to category, listing, etc.)	Total
<input type="checkbox"/> Full-page ad	\$3,507	_____	\$ _____
<input type="checkbox"/> ½-page horizontal ad	\$1,800	_____	\$ _____
Covers:		<input type="checkbox"/> Cover 2	<input type="checkbox"/> Cover 3
		Inside Front Cover	Inside Back Cover
		\$5,675	\$5,273
		<input type="checkbox"/> Cover 4	Back Cover
			\$6,324

Fax to ASA at 703-253-2053

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

Check the category in which the company should be listed and the advertising option selected.

Category	ONLINE					PRINT	
	Basic	Upgrade	Deluxe	Preferred	Premiere	Basic	Upgrade
Accounts Receivable Financing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising, Sales, and Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Application Service Providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Background Checks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business and Administrative Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Forms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business Tax Reduction Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Client Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collections/Receivables Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consulting and Market Research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Debit Payroll Cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drug Testing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employment Screening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Factors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Front-Office Recruiting Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Care Sector Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immigration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information Technology Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insurance and Employee Benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International Recruitment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet Career Sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investment Banking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legal Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management Consulting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mergers and Acquisitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offshore Recruitment Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outplacement Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Payroll Cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Payroll Distribution	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Payroll Funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recruiting Support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risk Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Software Systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Software and Services, Web-Based	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Testing and Training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time and Attendance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
W-2 Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web Site Design and Internet Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workers' Compensation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Terms and Conditions

SPECIFICATIONS

Online logo/graphic file must be 96 x 23 pixels, 25 kb, 72 dpi, GIF or JPEG format
Online banner ad file must be 468 x 60, 25 kb, 72 dpi resolution, GIF or JPEG format; may include animation

Print logo/graphic logos must be 300–1,200 dpi, EPS or TIFF, and no larger than 1.625" wide and 1" tall.

Print Ads	AD SIZE (LIVE AREA)	WIDTH	HEIGHT
	Full Page/Covers (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"

SUBMISSION

Print or electronic artwork and company descriptions 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. Please note company descriptions are subject to editorial review for length and style.

DEADLINES FOR PRINT DIRECTORY

Contracts for listings, logos, and display advertising due **March 29**
 Listings and logo materials due **April 1**
 Display ad materials due **April 15**

PAYMENT POLICY

Suppliers Directory ad rates and listings quoted are per insertion. Rates are net. Online banner ad reservations are contracted on annual basis. Banner ads and listings will be terminated December 31.

GENERAL INFORMATION

All advertising material and listings are 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.

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