

Rates and Placements

Staffing Week—Every Monday (Circulation 10,000 Members)
Premium Leaderboard Ad Posted beneath the table of contents and above the e-newsletter body, to appear on the opening screen. \$1,250 per week.
Feature Ad Posted to the right side of the first editorial item in the newsletter vertically so that the readers will see it in the opening screen. \$850 per week.
Standard Ad Posted to the right side of items vertically in the e-newsletter. Contains two positions each issue. \$500 per position per week.
Supplier Link graphic created by ASA to appear as an advertorial box. It is posted between stories of the e-newsletter. \$350 per week.

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

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

Inside ASA—Biweekly (Circulation 20,000 Industry-Wide)
Premium Leaderboard Ad Posted beneath the table of contents and above the e-newsletter body, to appear on the opening screen. \$1,250 per week.
Feature Ad Posted to the right side of the first editorial item in the newsletter so that the readers will see it in the opening screen. \$850 per week.
Standard Ad Posted to the right side of items in the e-newsletter. Contains two positions each issue. \$500 per position per week.
Supplier Link Graphic created by ASA to appear as an advertorial box. It is posted between stories of the e-newsletter. \$350 per week.

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

Attach addendum of additional dates. **Inside ASA 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%.

Terms and Conditions

Ad Specifications Leaderboard banner ads are 730 x 80 pixels. Vertical banners (feature and standard positions) are 160 x 300 pixels. All banners should be GIF or JPEG files only, 25 kb at 72 dpi resolution. In *Staffing Week* and *Inside ASA*, 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 2011. 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. 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.