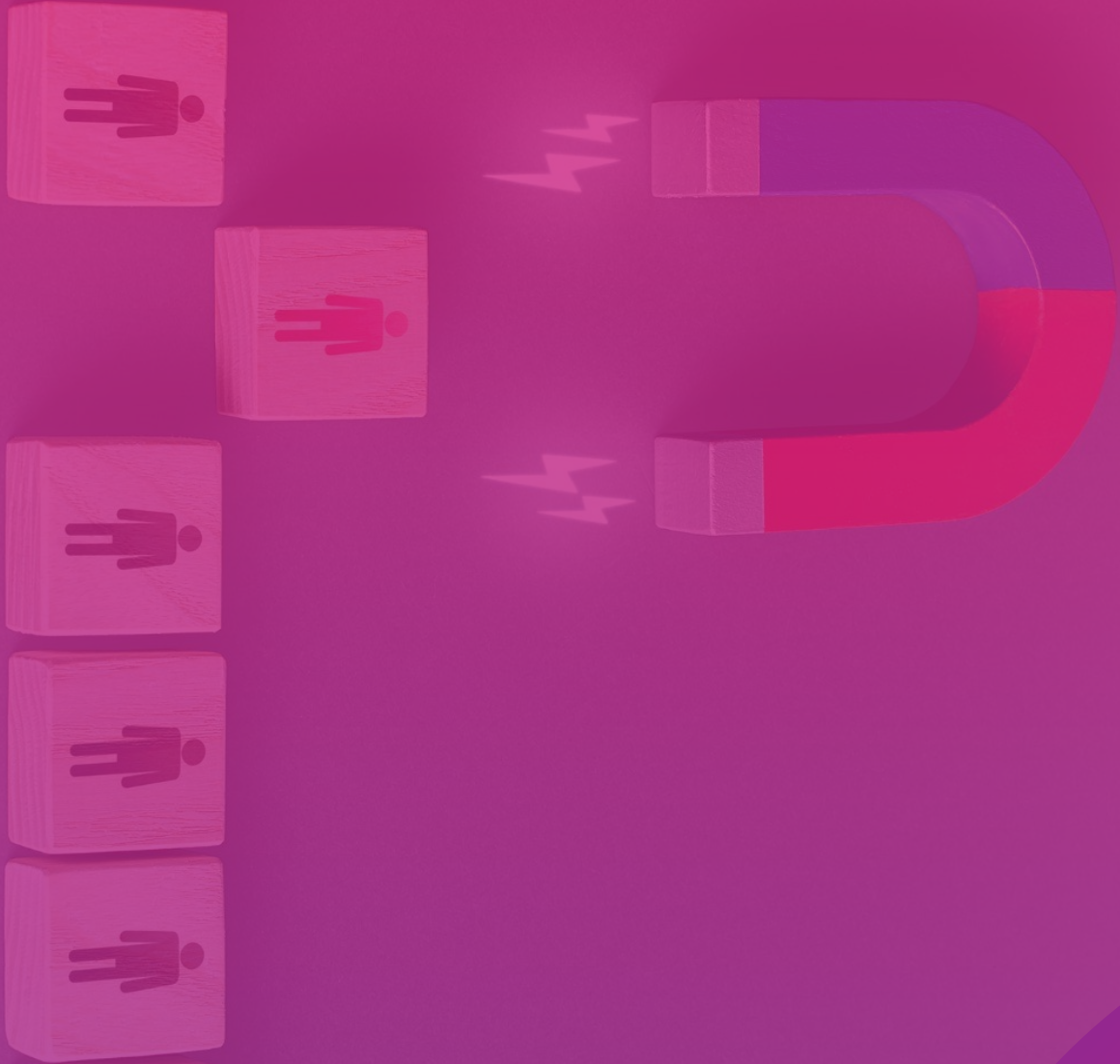




Staffing Hub



# 2025 Media Kit

## Contact Us

833-693-3768

[sales@staffinghub.com](mailto:sales@staffinghub.com)

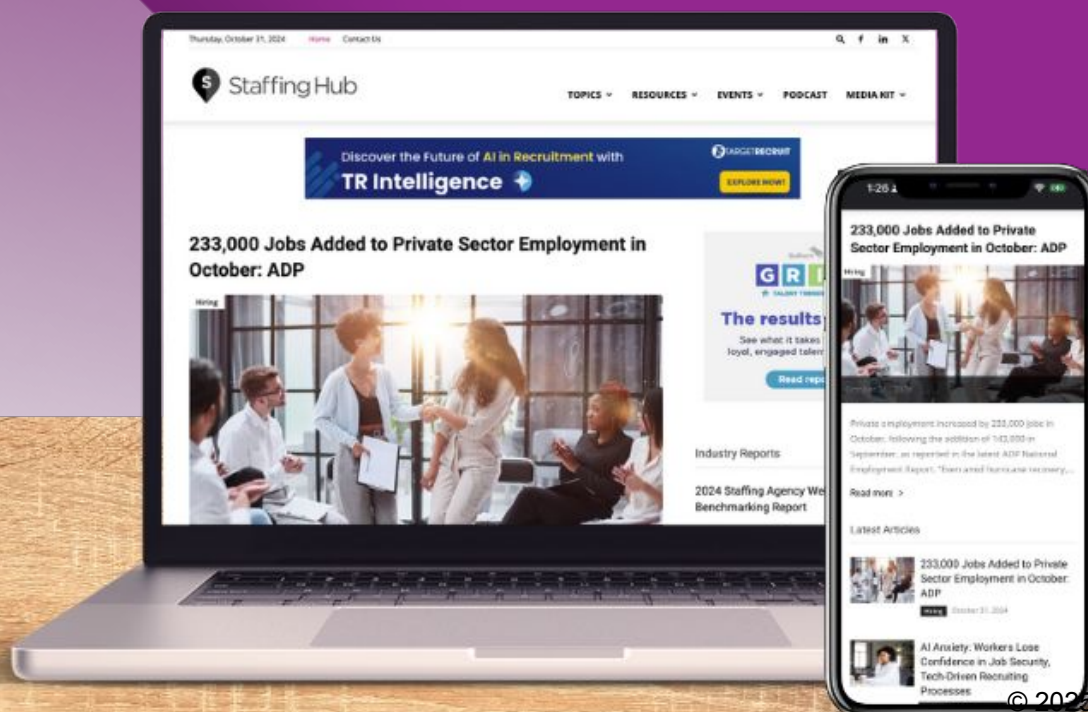
# Staffing Hub is the leading resource to learn about the future of the staffing industry.

In today's ever-changing labor market, it's more important now than ever that staffing executives keep a pulse on current trends and where the industry is headed.

Our timely articles and newsletters, annual State of Staffing Benchmarking Report, and The Staffing Show podcast give experts the exclusive information they need to make informed business decisions.

## When you advertise with Staffing Hub, you can:

1. **Engage influential staffing industry leaders** through interactive webinars, email, and more.
2. **Elevate your brand** by aligning with cutting-edge industry research.
3. **Empower your sales team** with high-quality leads generated through omni-channel campaigns.



# Editorial Calendar

## Month

## Theme

January Digital Transformation in Staffing: 2025 Outlook

February Creating an Exceptional Candidate Experience

March Strategic Growth: M&A and Expansion Strategies

April Fastest-Growing Tech-Enabled Staffing Firms

May Automation & AI in Recruitment

June Client Relationship Management & Retention

July Modern Marketing Strategies in Staffing

August Streamlining Operations with Technology

September Building a World-Class Recruiting Team

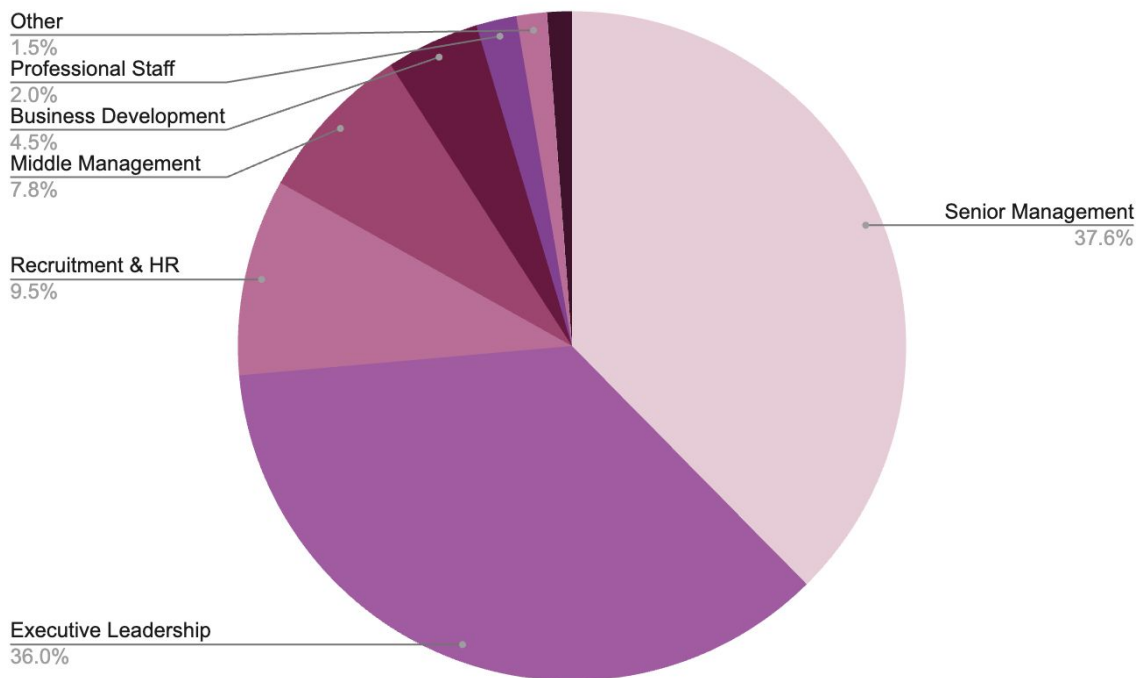
October Innovation in Talent Acquisition

November Future-Proofing Your Staffing Business

December Year in Review & 2026 Industry Forecast

# Reach Decision-Makers

## NEWSLETTER RECIPIENT JOB SENIORITY



80%

Management+  
Level Newsletter  
Recipients

## TOP JOB TITLES

- President / Owner / Founder / CEO
- Managing Partner
- Chief Operations Officer
- Chief Financial Officer
- Managing Director
- Partner
- Vice President
- Director
- Manager
- Recruiter

# Our Audience

200K+

Yearly Website Visitors

18K+

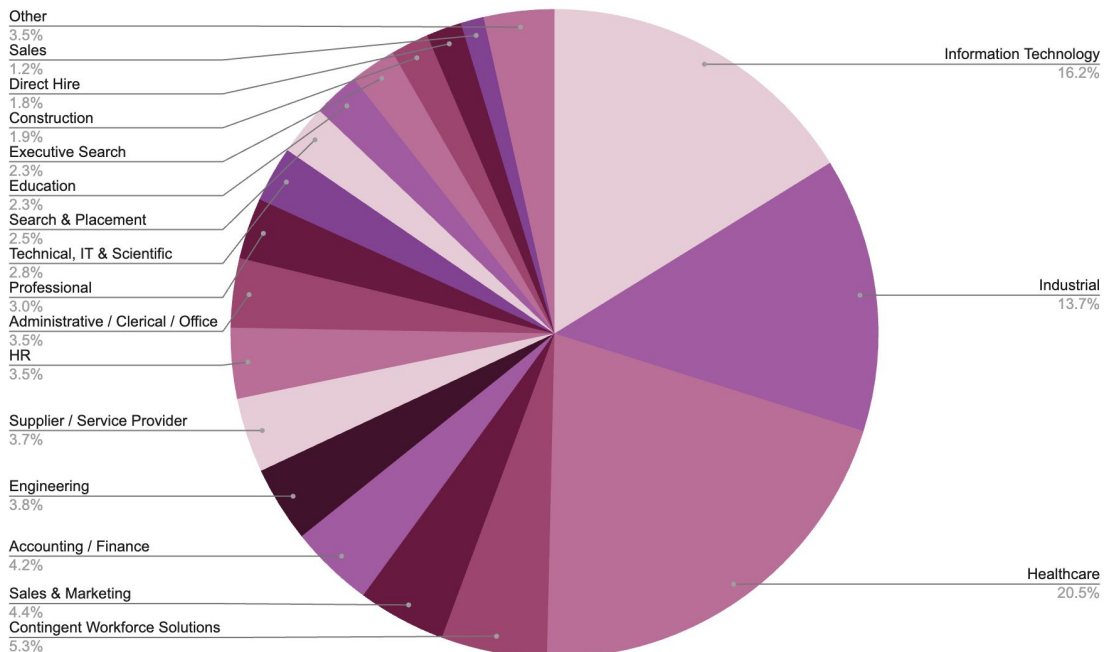
Newsletter Recipients

## AGENCIES WE REACH

Staffing Hub reaches decision makers at the largest and fastest-growing staffing firms across multiple channels.



## VERTICALS SERVED



# Our Sponsors

accurate

advance  
PARTNERS  
Funding Growth for Staffing Firms | A Paychex® Company

AVIONTÉ

Bullhorn

CDP  
LABOR  
LAW LLP

ClearEdge

clearlyrated

CloudCall

Crelate

CVLibrary

eCAPITAL

eKnowID

ESSIUM

everstage

Gem

KonaSearch

Metaview

professional  
advantage

SMARTSOURCE

staffingfuture

StaffingReferrals

StaffUpApp

TARGETRECRUIT

text-em-all

textkernel  
by Bullhorn

Tracker

workbright

# Sponsorship Programs >

*Take advantage of strategic packages designed to generate leads, boost brand awareness, and establish your brand as a thought leader in the staffing industry.*

# Lead Generation Programs

Fuel your sales pipeline with targeted campaigns reaching key decision-makers in the staffing industry.

- **Accelerate sales** with instant lead alerts that enable immediate follow-up
- **Leverage multi-channel reach** to engage email, web, and social media audiences
- **Increase the ROI** of your existing content and lead magnets



Program Includes	Starter \$10,900	Standard \$18,300	Premium \$43,900
Sponsored resource	1	2	3
Sponsored webinar	1	1	2
Sponsored article	-	1	2
Sponsored Q&A	-	1	2
Newsletter takeover	-	1	2
Industry report sponsorship	-	-	1



# Thought Leadership Programs

Establish authority in the staffing industry with content-centric sponsorship programs

- **Build credibility** by aligning your thought leadership messaging with a trusted source in the staffing industry
- **Showcase your expertise** and demonstrate your unique value proposition to decision-makers
- **Increase your influence** by participating in unique industry content and research



Program Includes	Starter \$15,200	Standard \$25,450	Premium \$60,250
Sponsored webinar	1	2	4
Sponsored article	1	2	4
Sponsored resource	1	1	2
Sponsored email	1	1	2
Sponsored Q&A	-	1	2
Branded content	-	1	2
Industry report sponsorship	-	-	1

# Brand Awareness Programs

Boost brand recognition and website traffic by targeting the largest and fastest-growing staffing agencies with display and newsletter ads.

- **Maintain high visibility** among key decision-makers
- **Outshine your competitors** in a crowded marketplace
- **Expand your audience** through strategic ad placements



Program Includes	Starter \$12,250	Standard \$30,550	Premium \$60,500
Website ad, leaderboard	1	2	4
Website ad, overlay	1	2	4
Sponsored article	1	2	4
Newsletter ad, text	1	2	4
Newsletter ad, banner	1	2	4
Newsletter feature	1	2	4
Sponsored email	1	2	4
Website ad, medium rectangle	-	1	2
Website ad, inline	-	1	2
Newsletter takeover	-	1	2

# Individual Advertising Opportunities

*Select individual advertising opportunities to create a customized approach that aligns with your sales and marketing goals.*

## ➤ State of Staffing Benchmarking Report Sponsorship

Great for Lead Generation and Thought Leadership

Promote your brand and generate over 1,200 staffing industry leads by sponsoring the annual State of Staffing Benchmarking Report.

**(\$13,950/advertiser)**  
*Limited to 5 advertisers*



- Your ad placed prominently in the report
- Logo displayed on landing pages
- Instant lead notifications on report downloads and demo requests
- First right of refusal on 2026 report sponsorship

### Specifications

High-resolution logo

Website or landing page URL

Business tagline

1 full-page ad (8.5" x 11", PDF, no bleeds)

# ➤ Website Display Ads

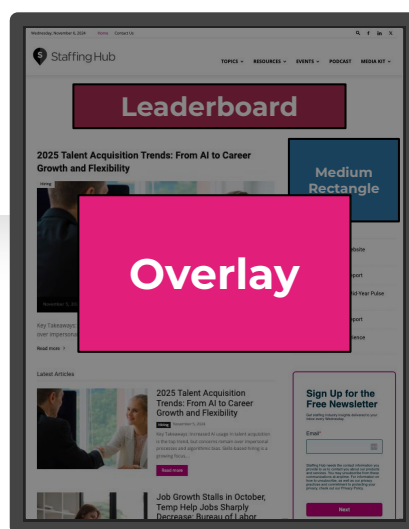
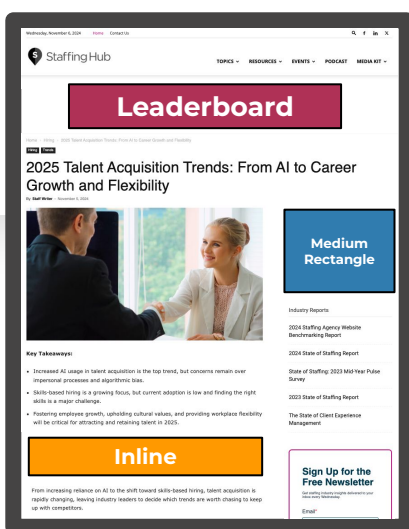
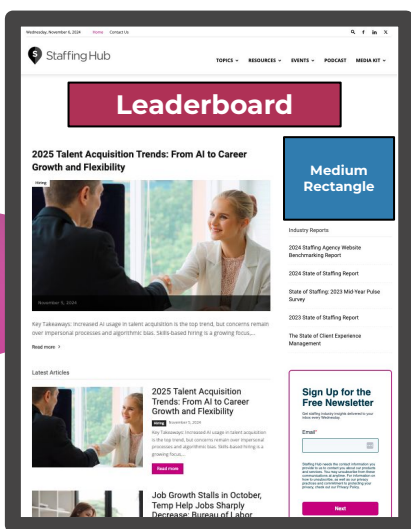
Great for Brand Awareness

Drive website traffic and get thousands of impressions.

**(\$1,650-\$2,350/month)**

## Specifications & Rates

	Dimensions	File Type	File Limit	Rate
Leaderboard	728x90px	GIF, JPG, or PNG	100 KB	\$2,350/mo
Overlay Ad	600x400px	GIF, JPG, or PNG	600 KB	\$2,350/mo
Medium Rectangle	300x250px	GIF, JPG, or PNG	100 KB	\$1,650/mo
Inline Ad	728x90px	GIF, JPG, or PNG	100 KB	\$1,650/mo

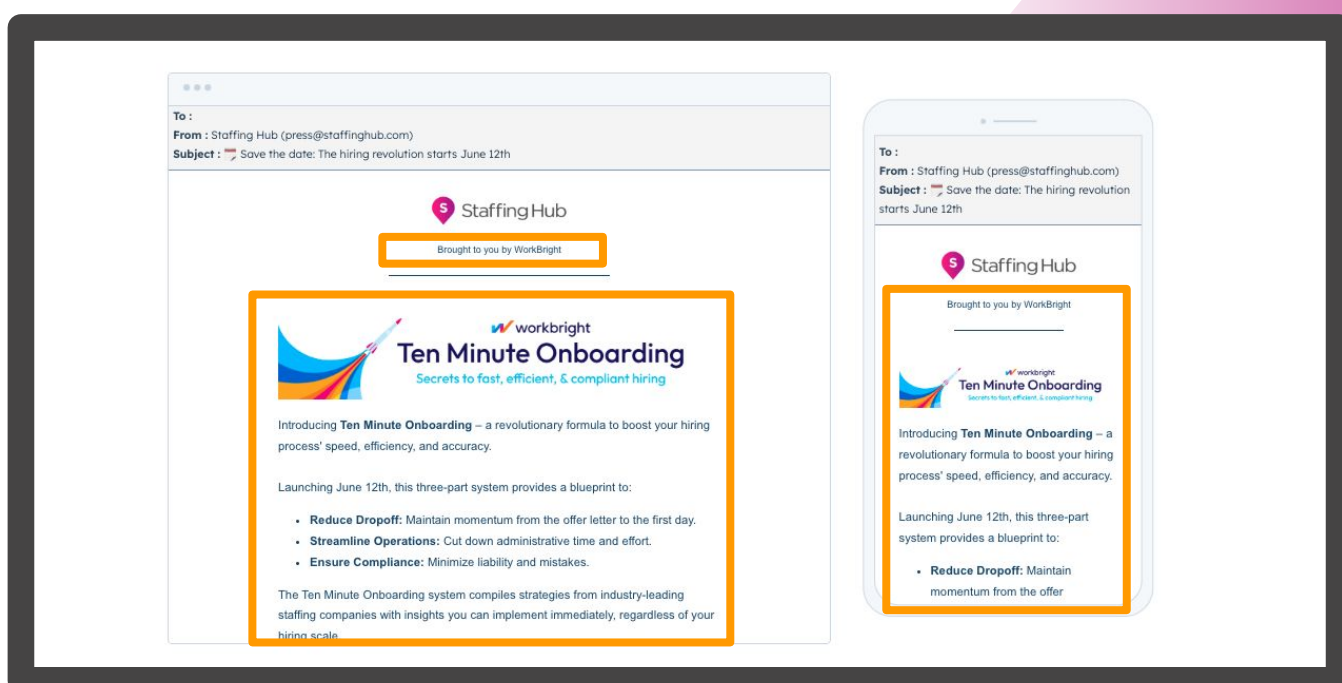


## ➤ Sponsored Emails

Great for Brand Awareness

A dedicated eBlast to our 18K+ subscribers.

**(\$2,350/email)**



## Specifications

Content up to 300 words

Subject line up to 45 characters

One image up to 100 KB

One call-to-action pointing to your landing page, website, or email address

Send assets separately or as an HTML

## ➤ Weekly Newsletter Ads

Great for Brand Awareness

Feature your ad in our weekly newsletter that reaches 18K+ readers

**(\$750-\$1,250/week).**

### Specifications & Rates

	<b>Text</b>	<b>Image(s)</b>	<b>Rate</b>
Banner Ad (Primary)	CTA Link	728x90px GIF, JPG, or PNG	\$1,250/NL
Banner Ad (Secondary)	CTA Link	728x90px GIF, JPG, or PNG	\$750/NL
Text Ad	CTA Link Text up to 150 characters	High-resolution logo GIF, JPG, or PNG	\$1,150/NL
Feature	CTA Link Offer headline, description, and call-to-action up to 150 words	High-resolution logo GIF, JPG, or PNG	\$1,050/NL

# ➤ Weekly Newsletter Takeover

Great for Brand Awareness

Take over one of our weekly newsletters to get exclusive rights to every newsletter sponsorship spot.

**(\$3,450/newsletter)**

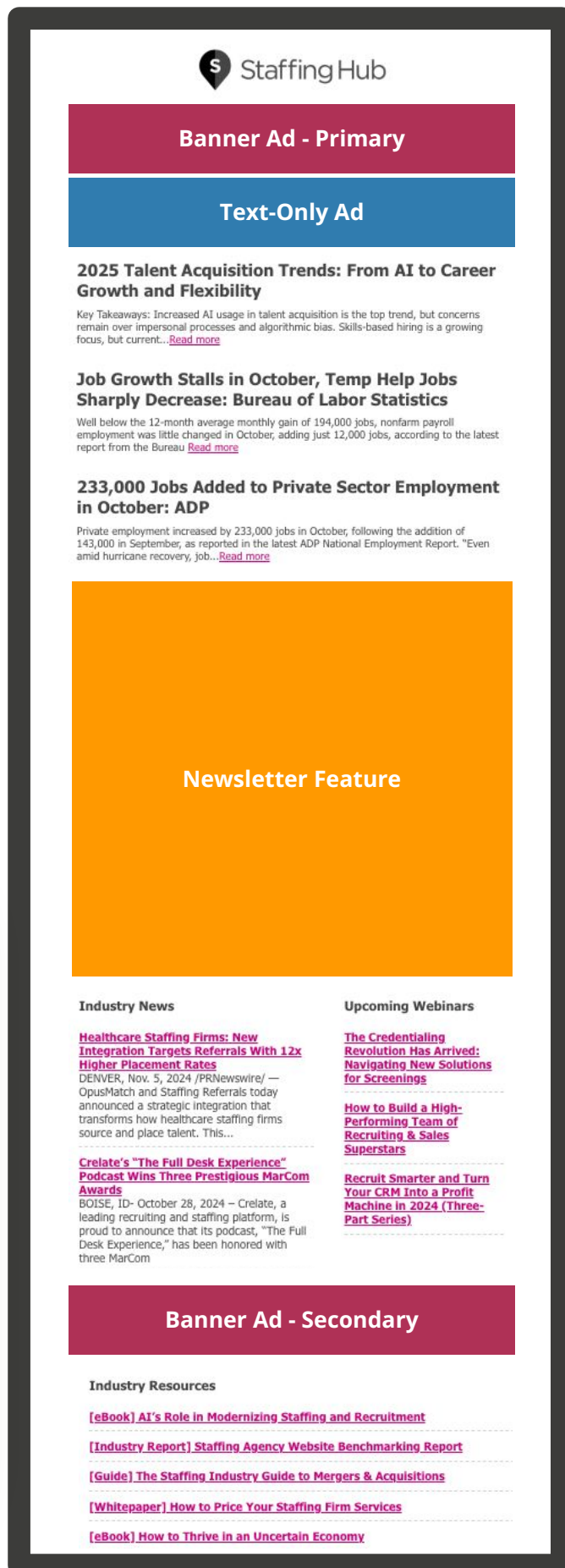
## Specifications

High-resolution logo

(1) Text-Only Ad  
CTA Link  
Text up to 150 characters

(2) Banner Ads  
CTA Link  
728x90px  
GIF, JPG, or PNG

(1) Newsletter Feature Ad  
CTA Link  
Offer headline, description, and call-to-action up to 150 words





# ➤ Daily Newsletter Sponsorship

Great for Brand Awareness

Sponsor our daily newsletter that reaches 2K+ recipients daily.

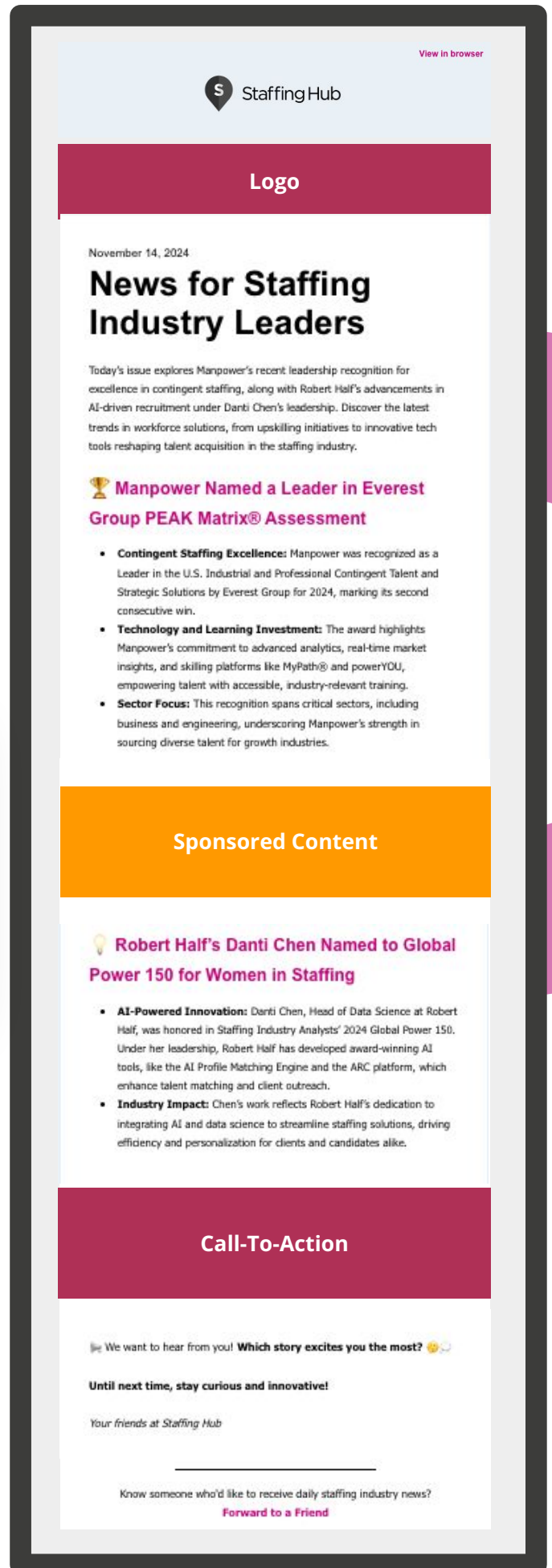
**(\$1,450/week)**

## Specifications

High-resolution logo

Call-to-action up to 150 characters

Link to shareable content (article, webinar, eBook landing page, etc)

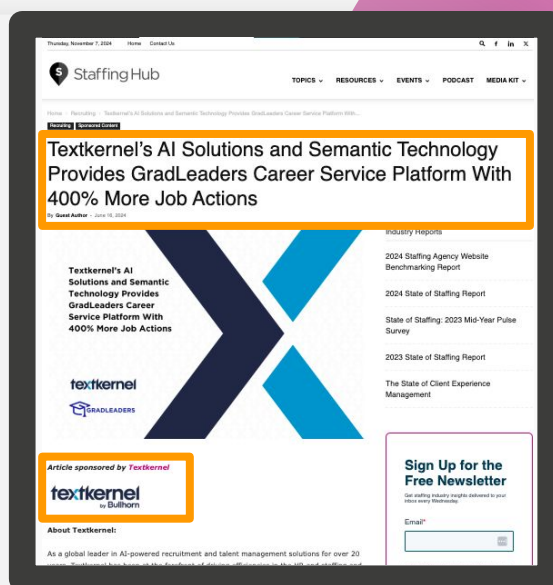


## ➤ Sponsored Articles

Great for Thought Leadership and Brand Awareness

Reach our entire audience with your original content.

**(\$2,050/article)**



- Pinned above the fold on website home page for one week
- Newsletter feature ad placement included
- Promoted across our social media platforms
- Included in daily LinkedIn newsletter

### Specifications

High-resolution logo

Article title

Article up to 1,500 words (subject to editorial approval)

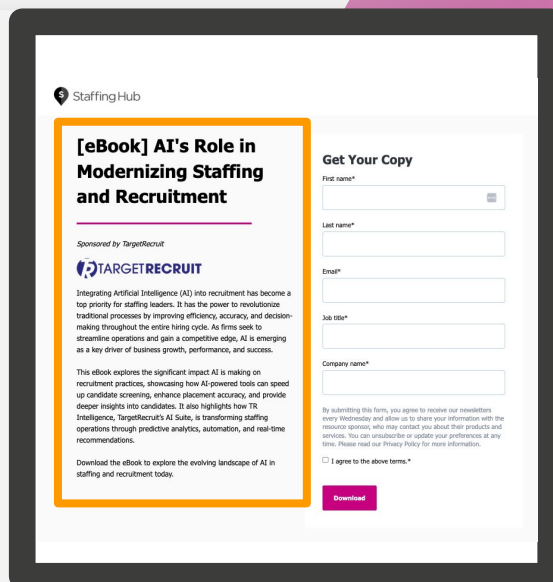
One featured image 900px x 600px (no words)

## ➤ Sponsored Resources

Great for Lead Generation and Thought Leadership

Want to expand the reach of your eBook, whitepaper, or another valuable resource? Leverage our audience to immediately start generating more leads.

**(\$2,350/resource)**



The screenshot shows a landing page for an eBook. The title is "[eBook] AI's Role in Modernizing Staffing and Recruitment". It is sponsored by TargetRecruit. The page includes a description of the eBook, a "Get Your Copy" form with fields for First name, Last name, Email, Job title, and Company name, and a "Download" button. There is also a checkbox for "I agree to the above terms." and a link to the Privacy Policy.

- Leads collected through a custom landing page
- Direct-to-inbox leads delivered in real time
- Pinned above the fold on home page for one week
- Newsletter feature included
- Promoted across our social media platforms
- Included in daily LinkedIn newsletter
- Join our resource library indefinitely

### Specifications

High-resolution logo

One downloadable resource (PDF)

Resource title and type (e.g., eBook, guide, report, whitepaper)

Resource description up to 150 words

One featured image 900px x 600px (no words)

## ➤ Branded Content

Great for Brand Awareness and Thought Leadership

Connect with our audience by delivering a high-value branded messaging that seamlessly integrates with our platform's trusted content.

**(\$2,650/article)**

- Pinned above the fold on home page for one week
- Newsletter feature ad placement included
- Promoted across our social media platforms
- Included in daily LinkedIn newsletter

### Specifications

High-resolution logo

---

Topic selection (subject to editorial approval)

## ➤ Sponsored Q&A

Great for Brand Awareness and Thought Leadership

Showcase your subject matter expertise with an exclusive interview with our editorial team.

**(\$2,650/interview)**

- Pinned above the fold on home page for one week
- Newsletter feature ad placement included
- Promoted across our social media platforms
- Included in daily LinkedIn newsletter

### Specifications

High-resolution logo

---

Topic selection (subject to editorial approval)

---

Interviewee headshot (500px x 500px), job title, and bio up to 50 words

## ➤ Sponsored Webinars

Great for Lead Generation and Thought Leadership

Engage our audience of staffing industry decision-makers with your original content. **Best seller.**

**(\$8,850/webinar)**

- Choose from live or simulated live event
- Run interactive polls, surveys, handouts, or videos (live events only)
- Practice run and 1:1 support provided
- Registration information collected through a custom landing page
- Direct-to-inbox leads delivered in real time
- Newsletter feature ad placement included
- Promoted across our social media platforms
- Join our webinar library indefinitely

### Specifications

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High-resolution logo

---

Webinar topic selection (subject to editorial approval)

---

Webinar title and description up to 250 words

---

Webinar slides (PDF)

---

Panelist bios and headshots

## ➤ Industry Report Sponsorship

Great for Lead Generation and Thought Leadership

Promote your brand and generate new leads by sponsoring one of our research reports.

**(\$10,450/advertiser)**



- Your ad placed prominently in our industry resource
- Logo displayed on landing pages
- Direct-to-inbox leads delivered in real time
- Join our industry report library indefinitely

### Specifications

High-resolution logo

---

Website or landing page URL

---

Business tagline

---

½ page ad (8.5" x 5.5", landscape orientation, PDF, no bleeds)

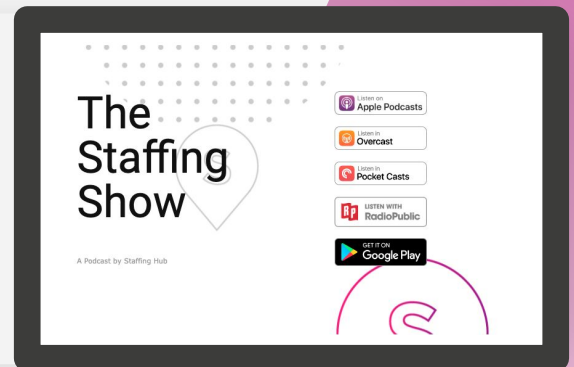
## ➤ Podcast Sponsorship

Great for Brand Awareness

Get your solutions in front of a focused and engaged staffing industry audience.

**(\$2,050/ad)**

*Runs in 3 episodes*



The Staffing Show is the only staffing industry podcast that delivers tools, tips, and tactics from the staffing and recruiting industry's top executives and thought leaders. It's available for download wherever your audience listens to podcasts, so your advertisement gets heard again and again.

### Specifications

30-second audio ad, pre-recorded (.mp3)

CTA and link (e.g., Learn more at [staffinghub.com/the-staffing-show](https://staffinghub.com/the-staffing-show))

Recent guests include:

**VISUS GROUP**





# Rate Sheet

Advertisement		Price
State of Staffing Benchmarking Report Sponsorship <i>Price per sponsor</i>		\$13,950
Website Ads <i>Price per month</i>	Leaderboard	\$2,350
	Overlay	\$2,350
	Medium Rectangle	\$1,650
	Inline	\$1,650
Sponsored Email <i>Price per email</i>		\$2,350
Newsletter Banner Ads <i>Price per newsletter</i>	Primary	\$1,250
	Secondary	\$750
	Text Only	\$1,150
	Feature	\$1,050
Newsletter Takeovers <i>Price per takeover</i>		\$3,450
Sponsored Articles <i>Price per article</i>		\$2,050
Sponsored Resources <i>Price per resource</i>		\$2,350
Branded Content <i>Price per article</i>		\$2,650
Sponsored Q&A <i>Price per interview</i>		\$2,650
Sponsored Webinars <i>Price per webinar</i>		\$8,850
Industry Report Sponsorships <i>Price per sponsorship</i>		\$10,450
Podcast Sponsorship <i>Price per three episodes</i>		\$2,050

All assets are due two weeks before your campaign's launch date.



**Space is limited.  
Secure your  
space now. >**

**[Book a Meeting](#)**

**Contact Us**  
833-693-3768  
[sales@staffinghub.com](mailto:sales@staffinghub.com)