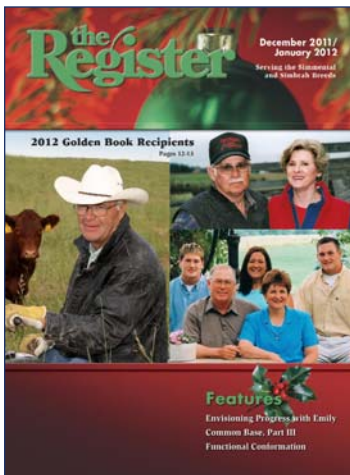


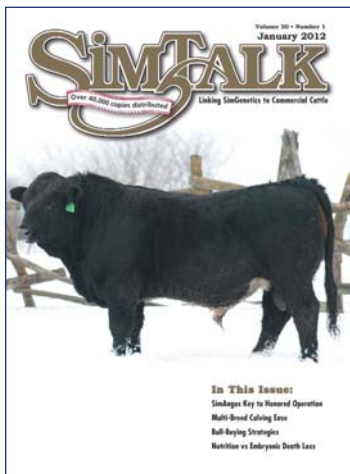
ASA Publication, Inc.

The Official Publisher for the American Simmental Association

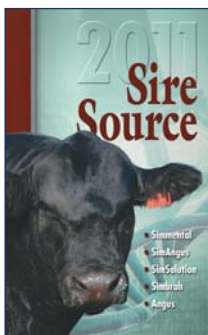
Your Source for Everything Simmental



Circulation — 5,500



Circulation — 40,000 +



the Register

Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500, and is focused primarily on ASA's paid membership. *the Register* is a glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

SimTalk

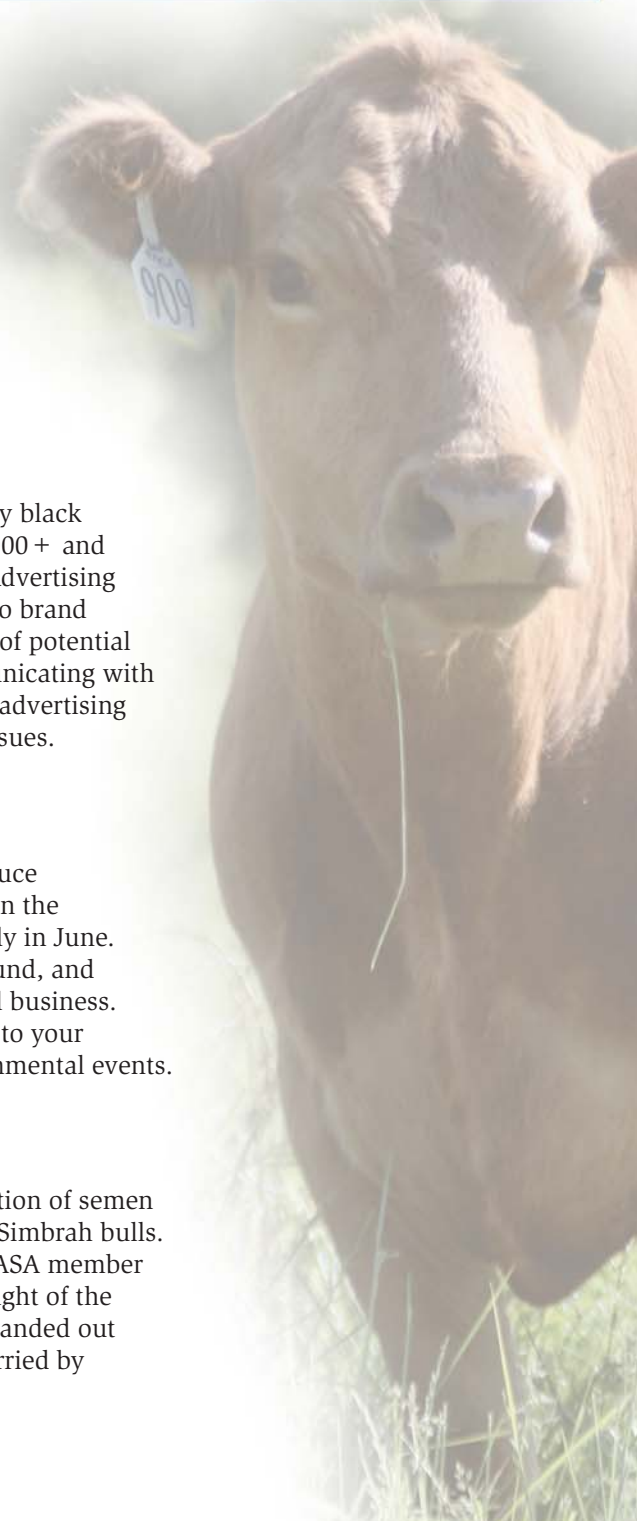
Published four times annually, the primarily black and white *SimTalk* has a circulation of 40,000+ and targets commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.

ASA Membership Directory

Increase your brand recognition and introduce your program to thousands by advertising in the ASA Membership Directory, mailed annually in June. Breeders reference this publication year-round, and new buyers use it to get into the Simmental business. Thousands more are handed out each year to your potential customers at trade shows and Simmental events.

Sire Source

A directory designed to assist in the promotion of semen sales of quality Simmental, SimAngus and Simbrah bulls. This directory is mailed in March to every ASA member in order to target potential clients at the height of the semen sales season. Thousands more are handed out at trade shows and industry events, and carried by ASA field staff during throughout the year.



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Incredibly Affordable Full-Color Catalogs!

Be sure to contact Chance Ujazdowski for a free quote on your sale catalog or other special promotional items. Our quotes on low-cost, full-color printing options may just surprise you! Also, with our vast photo library and direct

access to ASA's database, we can provide quicker, more efficient service in our catalog department — making the process easier for you.

Mailing Lists

Whether you are mailing a sale catalog or one of our custom promotional projects, we can help you obtain a custom mailing list that specifically targets your ideal demographic. Call Chance Ujazdowski for more details.

Web Marketing — eLink

ASA Publication, Inc. has expanded beyond print advertising to offer our clients a broader range of marketing services. Our most popular form of web promotion is the **eLink**, an eBlast module that emails directly to 2,200 ASA members and subscribers. It's a quick and affordable way to get the word out about your upcoming event. The cost is \$200 for the first edition and \$150 for each one sent after, and turn-around time for **eLink** can be as fast as one day. Also, ask about **banner ad contracts** on our website and on weekly editions of **ASA's eNews**.

Additional Services

Our experienced design staff can assist you in developing any form of creative printed promotion. Projects we can produce include:

State Directories	Brochures	Flyers
Posters	Postcards	Banners
Booths	Farm Signs	Business Cards
Photo Retouching	Logos	

Per Bid Basis. Call 406-587-2778 to discuss details.

Added Value

Your advertisement in any one of our publications provides added value beyond your ad. Your sale dates will be published in the Datebook of both *the Register* and *SimTalk* issues leading up to your event, as well as on our website at www.simmental.org. Advertisers will also have sale reports published in *the Register* featuring sale averages, high-selling lots, and up to four photos.

Ad Sizes and Dimensions

the Register and *SimTalk* are printed on a web press.

Bleed Size: 8.25 x 11.125 inches
Trim Size: 8.125 x 10.875 inches
Live Area: 7.222 x 10 inches
Line Screen: *Register* 150 *SimTalk* Black only 85
SimTalk Color 150

Camera Ready: Press quality (300 dpi) TIFF, JPEG or PDF.

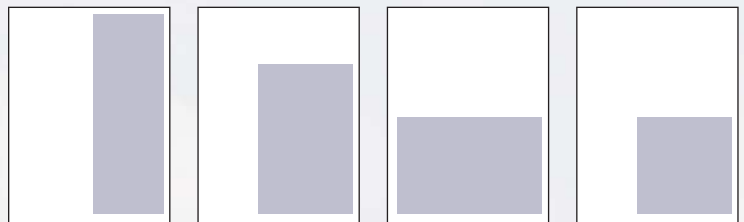


Full Page Trim
8.125" x 10.875"

Full Page Live Area
7.222" x 10"

2/3 Page Vertical
4.722" x 10"

2/3 Page Horizontal
7.222" x 6.5"



1/2 Page Tall
3.514" x 10.0"

1/2 Page Island
4.722" x 7.5"

1/2 Page Horizontal
7.222" x 4.833"

1/3 Page Island
4.722" x 4.833"

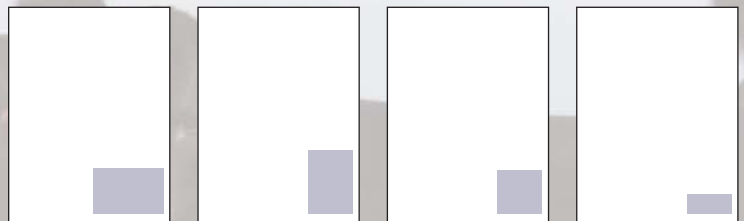


1/3 Page Vertical
2.222" x 10"

1/3 Page Horizontal
7.222" x 3.16"

1/4 Page Vertical
3.514" x 4.833"

1/4 Page Horizontal
4.722" x 3.5"



1/8 Page Horizontal
3.514" x 2.292"

3 inch Mini Page
2.222" x 3.167"

2 inch Business Card
2.222" x 2.167"

1 inch Business Card
2.222" x 1.0"

Send all ad materials to:
register@simmgene.com or Fax: 406-587-8853

ASA Publication, Inc.

Your Source for Everything Simmental

The Official Publisher for the American Simmental Association

the Register

SIMTALK

Space Rates	Non-Contract	6X Contract	9X Contract
1 page	\$770	\$730	\$700
2/3 page	\$660	\$630	\$600
1/2 page	\$440	\$420	\$400
1/3 page	\$330	\$315	\$300
1/4 page	\$220	\$210	\$200
1/8 page	\$150		
3 inch mini	\$100/insertion, 3 consecutive insertions		
1 inch card	\$390/year, 9 insertions		
Classified Ads	\$.60/word, \$12.00 minimum, must be prepaid		

Color & Design Charges: Advertising rates are for black print, camera-ready ads only. One additional color is \$150. Any match or specified color will be billed at cost. Full color is \$300. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

Space Rates for *SimTalk* (Black)

Ad Sizes	National Rates
Full page	\$890
2/3 page	\$760
1/2 page	\$510
1/3 page	\$380
1/4 page	\$260
1/8 page	\$150
3" mini	\$115
2" mini	\$85
1" card	\$65

Space Rates for *SimTalk* (Color)

Ad Sizes	National Rates
Full page	\$1,500

Design Charges: Advertising space rates are camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

ASA Publication's Production Schedule Deadlines

	Sales Close	Ad Materials	Camera Ready	Mail Date
<i>the Register 2012</i>				
December/January	Nov 18	Nov 23	Dec 5	Dec 15
February	Dec 21	Jan 3	Jan 9	Jan 20
March	Feb 1	Feb 8	Feb 15	Feb 28
April	March 1	March 10	March 19	April 1
May/June	April 3	April 11	April 20	May 4
July/August	June 25	June 29	July 6	July 20
September	Aug 3	Aug 9	Aug 13	Aug 31
October	Aug 31	Sept 13	Sept 17	Oct 1
November	Oct 4	Oct 10	Oct 15	Nov 1

SimTalk 2012

Winter	Dec 2	Dec 7	Dec 20	Jan 3
Spring	Jan 23	Jan 27	Feb 8	Feb 20
Early Fall	July 15	July 30	Aug 6	Aug 22
Late Fall	Sept 24	Sept 29	Oct 4	Oct 18

Membership Directory 2012

May 1	May 7	May 16	June 1
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Sire Soure 2012

Spring	Feb 15
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Linking
Simmental Genetics
to the Beef Business!

ASA Publication, Inc.

Your Source for Everything Simmental

The Official Publisher for the American Simmental Association

2 Simmental Way
Bozeman, Montana 59715-9733
406-587-2778
Fax: 406-587-8853
www.simmental.org
register@simmgene.com

ASA Publication, Inc. is a wholly owned, for-profit subsidiary of the American Simmental Association, that publishes magazines and related media directed to breeders and cattlemen interested in Simmental cattle. These publications seek the following goals:

- Maintenance of quality communication sources for the American Simmental Association, its membership and the commercial industry, including: editorial content which provides Association and industry news; and as a promotional, marketing and advertising vehicle for the membership.
- Enhancement of financial returns by performing additional services and programs to outside enterprises; thus, providing benefits to ASA and the membership, while building a strong staff.
- Development of cutting-edge technologies to ensure the position of ASA Publication, Inc. within the livestock and publication industries, by utilizing the most current technology and improved efficiency.

With the increasing demand for Simmental Genetics, now is the perfect time to create a specific marketing plan to access the growing number of breeders and available customers. ASA Publication, Inc. can help you target new business with a marketing strategy designed to establish reputation and expectation for your products and services.

Whether you choose one of our traditional, high-reputation print advertising outlets, or opt for new innovative web marketing services, let us help you develop a multi-faceted plan to bolster the success of your program.

Visit
www.simmental.org
to learn more about us.

ASA Publication, Inc. Staff



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National Sales Manager
406-581-8859
jdthomas@bresnan.net



Rebecca Price
Advertising & Editorial Assistant
406-587-2778, Ext. 134
rprice@simmgene.com

American Simmental Association Field Staff

Advertisers with \$1,700 of advertising (per event) qualify for field staff representation at their sale or event. From genetics to marketing, your ASA field staff professional is there with resources, advice and support. Take advantage of this strategic partnership by lining up your marketing plan to meet the minimum requirements for field staff coverage.



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AMERICAN
Simmental
ASSOCIATION

Success starts with
the Right Partner.