**the Register**

Serving as the American Simmental Association’s (ASA) official publication, the Register is mailed nine times annually, has a circulation of 6,000+, 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, SimTalk is a glossy, full-color publication with a circulation of 40,000+ and targets commercial users of SimGenetics and is mailed to all ASA members. 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 distributed 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 each spring 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 throughout the year. We also offer the opportunity to promote additional sires in the on-line version of Sire Source anytime during the next year. Promoting your bull in the online version opens huge marketing avenues for you.
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 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.

An effective outlet for Advertisers!

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.
Incredibly Affordable Full-Color Catalogs!

Be sure to contact Nancy Chesterfield 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.

Contact Nancy Chesterfield at 406-587-2778 or nchesterfield@simmgene.com

Date Book

Listing of sales by month. Printed in each issue of the Register and SimTalk. No charge, no requirements.

Mailing Lists

Whether you are mailing a sale catalog or one of our special-design promotional projects, we can help you obtain a custom mailing list that specifically targets your ideal demographic. Contact Nancy Chesterfield at 406-587-2778 or nchesterfield@simmgene.com

Web Marketing

eBlast — 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, or eBlast that emails directly to approximately 6,000 ASA members and subscribers. It’s a quick and affordable way to get the word out about your upcoming event. Turn-around time for eLink can be as fast as one day.

One eLink eBlast $250 (includes design services)
Two eLink eBlasts $325 (no changes in design)
Three eLink eBlasts $400 (no changes in design)
Changes in design $250 per eBlast

Banner ad — ad placed on our website and Sales Call or weekly editions of ASA’s eNews.
One Banner ad $200
Additional runs of same banner (if space available): $75

On-line Sale Catalog

Posting ASA designed sale catalog online in flipbook or PDF format included in package. Posting of outsourced catalogs in flipbook or PDF format: $150.

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
- Business cards
- Banners
- Printed catalogs
- eBlast ads
- Photo retouching
- Logos
- Booths
- Online catalog flipbooks
- Websites
- Downloadable PDFs
- Save-the-date postcards

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

State Associations: A 10% increase in reimbursement for cost share dollars if ASA Publication services are used for ad design, newsletters, brochures, and/or directories.

Sales Call

If you have recently advertised in the Register or SimTalk, you are automatically included in Sales Call prior to your sale. Sales Call is broadcast to over 6,000 subscribers. Sales Call announces the date of your sale, location and provides a link to your sale catalog or website.

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.

Transfer Services for Sale Managers

Here’s how it works: we provide a simple spreadsheet that contains all of the sale lots. Following the sale, return the completed spreadsheet to ASA — all we need is a record of the buyer number(s) on each lot and a list of your buyers. We’ll handle it from there, matching buyer information to ASA memberships and completing the transfers.

- It saves you time and postage expenses when we complete the transfers online.
- Ownership is updated immediately. As soon as you give the green light, we can mail the certificates directly to the new owners or send them to you.
- Saves you the hassle of dealing with the paper certificates.

Contact Nancy Chesterfield at 406-587-2778 or nchesterfield@simmgene.com
### The Register

**Register Subscriptions**
- Domestic $50/year
- First Class $100/year
- All International $100/year (US)

**Space Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>Non-Contract</th>
<th>5X Contract</th>
<th>9X Contract</th>
<th>Four Color</th>
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<tbody>
<tr>
<td>1 page</td>
<td>$770</td>
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<td>$315</td>
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<td>$140</td>
<td>$100</td>
<td>$50</td>
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<tr>
<td>3-inch mini</td>
<td>$100</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-inch mini</td>
<td>$85</td>
<td></td>
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<td>2-inch card</td>
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**Classified Ads**: $.60/word, $12.00 minimum, must be prepaid

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

### SimTalk

**SimTalk Free Subscriptions**
- Subscribe online — www.simmental.org
- Call — 406-587-2778

**Space Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>Non-Contract</th>
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<th>4X Contract</th>
<th>Four Color</th>
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<td>$50</td>
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<td>3-inch mini</td>
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<td>$220/year, 4 insertions</td>
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**Classified Ads**: $2.00/word, $24.00 minimum, must be prepaid

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

### Here’s what you get:

- Instant access through online Sire Source Catalog.
- Print version in hard copy at no cost to you.
- eBlast the month we feature your bull.
- Discount on a full or half page ad in *the Register* or the *SimTalk* anytime during the online post.

Contact Nancy Chesterfield at 406-587-2778 or nchesterfield@simmgene.com

**The cost is:**
- $450 for one bull
- $300 each for more than one bull.
## Production Schedule Deadlines

### The Register 2017

<table>
<thead>
<tr>
<th>Issue</th>
<th>Sales Close</th>
<th>Ad Materials</th>
<th>Camera Ready</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>July/August ’17</td>
<td>June 23</td>
<td>June 30</td>
<td>July 11</td>
<td>July 24</td>
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<tr>
<td>September ’17</td>
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<td>Aug 10</td>
<td>Aug 18</td>
<td>Sept 1</td>
</tr>
<tr>
<td>October ’17</td>
<td>Sept 1</td>
<td>Sept 8</td>
<td>Sept 20</td>
<td>Oct 2</td>
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<tr>
<td>November ’17</td>
<td>Oct 2</td>
<td>Oct 9</td>
<td>Oct 20</td>
<td>Nov 1</td>
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### The Register 2018

<table>
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<tr>
<th>Issue</th>
<th>Sales Close</th>
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<td>Dec 6</td>
<td>Dec 19</td>
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<tr>
<td>February ’18</td>
<td>Dec 29</td>
<td>Jan 5</td>
<td>Jan 19</td>
<td>Jan 31</td>
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<tr>
<td>March ’18</td>
<td>Feb 1</td>
<td>Feb 9</td>
<td>Feb 16</td>
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<td>April ’18</td>
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<td>May/June ’18</td>
<td>April 2</td>
<td>April 10</td>
<td>April 20</td>
<td>May 4</td>
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### SimTalk 2017

<table>
<thead>
<tr>
<th>Issue</th>
<th>Sales Close</th>
<th>Ad Materials</th>
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<td>Early Fall 2017</td>
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<td>Aug 11</td>
<td>Aug 25</td>
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<tr>
<td>Late Fall 2017</td>
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<td>Sept 28</td>
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<td>Oct 20</td>
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</table>

### SimTalk 2018

<table>
<thead>
<tr>
<th>Issue</th>
<th>Sales Close</th>
<th>Ad Materials</th>
<th>Camera Ready</th>
<th>Mail Date</th>
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</thead>
<tbody>
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<td>January 2018</td>
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<td>Dec 14</td>
<td>Dec 21</td>
<td>Jan 9</td>
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<td>March 2018</td>
<td>Jan 23</td>
<td>Jan 30</td>
<td>Feb 9</td>
<td>Feb 24</td>
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</table>

### ASA/SimTalk Membership Directory 2018

<table>
<thead>
<tr>
<th>Issue</th>
<th>Sales Close</th>
<th>Ad Materials</th>
<th>Camera Ready</th>
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<tr>
<td>May 2018</td>
<td>May 1</td>
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<td>May 23</td>
<td>June 12</td>
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</table>

### Sire Source Printed 2018

- Spring

### Sire Source On-line

- Automatically anytime during the year

Linking Simmental Genetics to the Beef Business!
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:
150

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

Send all ad materials to:
register@simmgene.com
or
Fax: 406-587-9301

Linking Simmental Genetics to the Beef Business!