

ASA PUBLICATION, INC.

Your Source for Everything Simmental

The Official Publisher for the *American Simmental Association*

Linking Simmental Genetics to the Beef Business!

Back in 1987, when the American Simmental Association decided to bring its official magazine in-house, the staff was given a mission: "to provide communication, education, and information" to the membership.

First, under the banner of *the Register*, and later when *SimTalk*, and, for a time, *American Simbrah*, were added under the larger umbrella of ASA Publication, Inc., the editorial and advertising staff has upheld the original mission.

Today, numerous other responsibilities have been added, including an Annual Report, a Membership Directory, *Sire Source*, sale catalogs, press releases, and web marketing, among many others.

Communication

- ◆ ASA's magazines, *the Register* and *SimTalk*, keep members up-to-date on industry events, fellow breeders' sales, and state association events, while also allowing members the opportunity to communicate their events.

Education

- ◆ ASA taps into the rich knowledge of the staff by creating educational articles, and gives members access to additional educational resources through a variety of platforms ranging from print to social media.

Information

- ◆ Keeping abreast of industry news, the state of SimGenetics in the marketplace, and having a source for accurate information is important for producers. ASA Publication, Inc., is committed to providing up-to-date industry news and information.

An Effective Outlet for Advertisers

With the increasing demand for SimGenetics, now is the perfect time to create a specific marketing plan to access the growing number of breeders and potential customers. ASA Publication, Inc., has all of the resources to help you create an effective marketing strategy.

Advertising with ASA provides added value beyond the ad. Your sale date will be published in *the Register* and *SimTalk* Date Books; on simmental.org; and sales reports with averages, high-sellers, and up to four photos printed in *the Register*.



 **SimGenetics**
PROFIT THROUGH SCIENCE

American Simmental Association



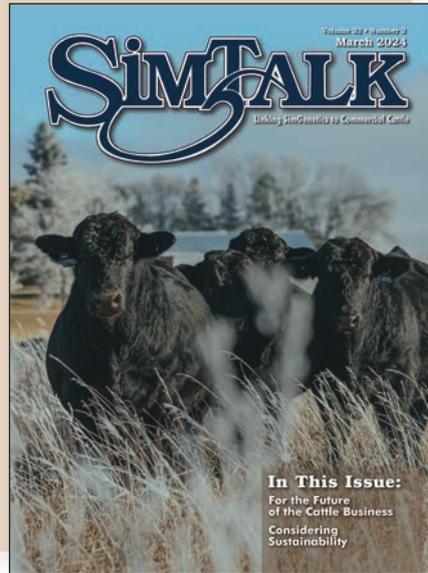
the Register

Serving as ASA's official publication, *the Register* has a circulation of 7,500 and focuses primarily on the active membership. Mailed nine times annually, *the Register* provides a direct and consistent line of communication to the ASA membership in a glossy, full-color format.

Circulation — 7,500 +

Sire Source

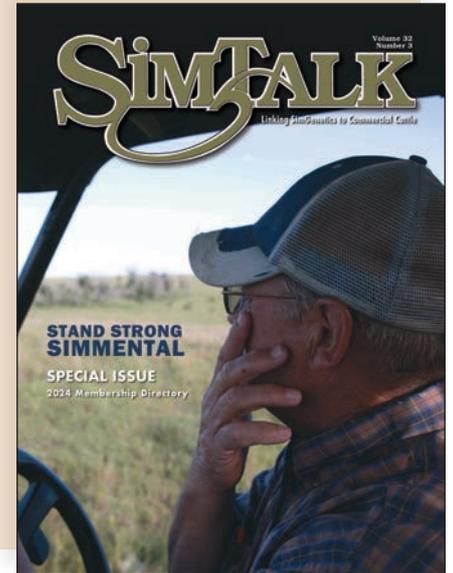
A directory mailed each spring to every ASA member, targeting potential clients at the height of the semen sales season. Thousands more are handed out at trade shows and industry events, and carried by ASA SimSpecialists throughout the year. We also offer the opportunity to promote additional sires in the online version of *Sire Source* anytime during the next year.



SimTalk

SimTalk, a glossy, full-color publication, is published four times annually, and has a circulation of over 40,000. With a focus on the Simmental breed's role in the commercial industry, each issue of *SimTalk* finds its way to commercial cow-calf producers, feedlots, and much more.

Circulation — 40,000 +



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.



Promoting your bull in the online version opens huge marketing avenues for you.

Circulation — 9,250 +

Here's what you get

- ◆ Instant access through online *Sire Source* catalog.
- ◆ Print version.
- ◆ Discount on a full- or half-page ad in *the Register* or *SimTalk* any time during the online post.

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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 specially designed promotional products, we can help you obtain a custom mailing list that specifically targets your ideal demographic.

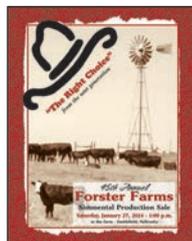
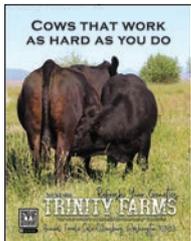
Sales Call

If you have recently advertised in *the Register* or *SimTalk*, you are automatically included in Sales Call prior to your sale. Sales Call announces the date of your sale, and provides a link to your catalog or website.



Affordable Full-Color Catalogs

With direct access to ASA's database, our design team can provide quick and efficient catalog services. Contact Nancy Chesterfield for a free quote.



Digital Marketing, Promotion & Communications

- ◆ Simmental.org, FallFocus.org, JuniorSimmental.org, and InternationalGeneticSolutions.com.
- ◆ Social Media outlets — ASA, AJSA, and IGS are on most popular social media platforms. Advertising space is now available through the ASA and AJSA Facebook pages.
- ◆ eBlasts, circulation of 5,500
- ◆ SimAPP
- ◆ FPCAPP (IGS Feeder Profit Calculator)
- ◆ Stock photos and Cost Share ads available at simmental.org

Additional Services

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

- ◆ State directories
- ◆ Flyers
- ◆ Postcards
- ◆ Logos
- ◆ Business cards
- ◆ Printed catalogs
- ◆ Online catalog flipbooks
- ◆ Website development and hosting
- ◆ Brochures
- ◆ Photo retouching
- ◆ Booths
- ◆ Downloadable PDFs
- ◆ Banners
- ◆ Posters

Transfer Services

For advertisers, 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.

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

One Genetics Way
 Bozeman Montana 59718
 406-587-2778
 www.simmental.org
 register@simmgene.com

the Register Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$150/year (US)

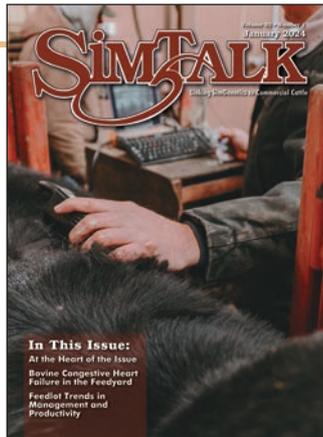


| Space Rates | Non-Contract | 5X Contract | 9X Contract | Four Color |
|----------------|--|-------------|-------------|------------|
| Full page | \$770 | \$730 | \$700 | \$300 |
| 2/3 page | \$660 | \$630 | \$600 | \$200 |
| 1/2 page | \$440 | \$420 | \$400 | \$150 |
| 1/3 page | \$330 | \$315 | \$300 | \$100 |
| 1/4 page | \$220 | \$210 | \$200 | \$75 |
| 1/8 page | \$150 | | | \$50 |
| 3-inch mini | \$100 | | | \$30 |
| 2-inch mini | \$85 | | | \$15 |
| 2-inch card | \$700/year, 9 insertions | | | \$135 |
| 1-inch card | \$390/year, 9 insertions | | | \$90 |
| 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 Free Subscriptions

- Subscribe online simmental.org
- Call us at 406-587-2778



| Space Rates | Non-Contract | 2X Contract | 4X Contract | Four Color |
|----------------|---|-------------|-------------|------------|
| Full page | \$890 | \$840 | \$800 | \$300 |
| 2/3 page | \$760 | \$730 | \$700 | \$200 |
| 1/2 page | \$510 | \$480 | \$460 | \$150 |
| 1/3 page | \$380 | \$370 | \$350 | \$100 |
| 1/4 page | \$260 | \$250 | \$230 | \$75 |
| 1/8 page | \$150 | | | \$50 |
| 3-inch mini | \$115 | | | \$30 |
| 2-inch mini | \$85 | | | \$15 |
| 2-inch card | \$289/year, 4 insertions | | | \$60 |
| 1-inch card | \$220/year, 4 insertions | | | \$40 |
| 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.

Sire Source

The cost is:

- \$450 for one bull
- \$300 each for more than one bull



Here's what you get

- ◆ Instant access through online Sire Source catalog.
- ◆ Print version.
- ◆ Discount on a full- or half-page ad in the Register or SimTalk any time during the online post.



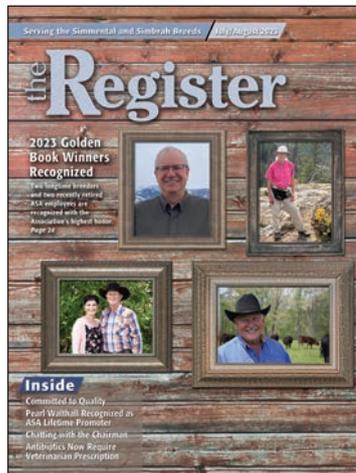
Contact:
 Nancy Chesterfield
 406-587-2778
 nchesterfield@simmgene.com

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Production Schedule Deadlines



| | Ad Sales Close | Ad Materials Due | Camera-Ready Ads Due | Approximate Mail Date |
|--------------------------|----------------|------------------|----------------------|-----------------------|
| the Register 2024 | | | | |
| September '24 | July 31 | August 5 | August 14 | Sept 19 |
| October '24 | August 16 | August 21 | August 29 | Oct 9 |
| November '24 | Sept 27 | Oct 2 | Oct 11 | Nov 18 |
| the Register 2025 | | | | |
| Dec '24/Jan '25 | Oct 29 | Nov 1 | Nov 8 | Dec 19 |
| February '25 | Dec 17 | Dec 20 | Jan 3 | Feb 10 |
| March '25 | Jan 29 | Feb 3 | Feb 12 | March 19 |
| April '25 | Feb 28 | March 5 | March 14 | April 17 |
| May/June '25 | March 28 | April 3 | April 11 | May 19 |
| July/August '25 | May 21 | May 28 | June 6 | July 15 |



| | Ad Sales Close | Ad Materials Due | Camera-Ready Ads Due | Approximate Mail Date |
|--|----------------|------------------|----------------------|-----------------------|
| SimTalk 2024 | | | | |
| Early Fall 2024 | July 19 | July 24 | Aug 2 | Sept 11 |
| Late Fall 2024 | Sept 18 | Sept 23 | Oct 2 | Nov 7 |
| SimTalk 2025 | | | | |
| January 2025 | Nov 19 | Nov 22 | Dec 4 | Jan 11 |
| March 2025 | Jan 17 | Jan 22 | Jan 31 | March 7 |
| ASA/SimTalk Membership Directory 2025 | | | | |
| | April 16 | April 25 | May 7 | June 13 |



| | Ad Sales Close | Ad Materials Due | Camera-Ready Ads Due | Approximate Mail Date |
|---------------------------------|----------------|------------------|----------------------|-----------------------|
| Sire Source Printed 2025 | | | | |
| | Feb 26 | Feb 28 | March 12 | April 17 |
| Sire Source Online | | | | |

Bulls can be added year-round. Reach out to us for details.

One Genetics Way
 Bozeman Montana 59718
 406-587-2778
www.simmental.org
register@simmgene.com

safety area: all text and images should be within this area of 7.222 x 10 inches

trim: any text and images touching these boundaries (8.125 x 10.875 inches) is in danger of being lost in trimming

bleed area: in order for your ad to be full-bleed, the background must extend to a size of 8.375 x 11.125 inches.

Ad Sizes and Dimensions

Send all ad materials to:
register@simmgene.com

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

Line Screen
 150

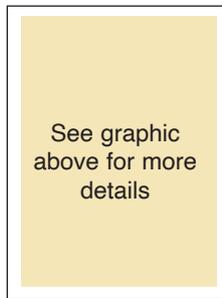
Camera Ready
 Press quality (300 dpi)
 TIFF, JPEG, or PDF

Bleed Size
 8.375 x 11.125 inches

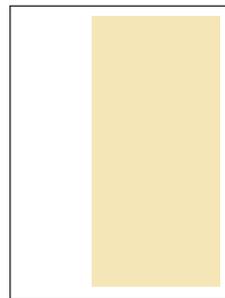
Trim Size
 8.125 x 10.875 inches

Live Area
 7.222 x 10 inches

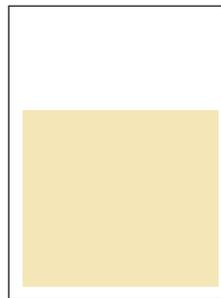
Full Page Ad Guide



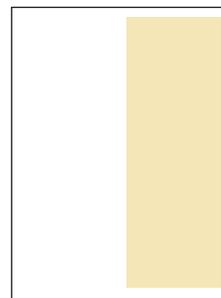
Full Page Live Area
 7.222" x 10"



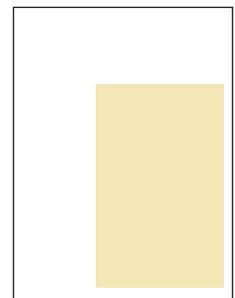
2/3 Page Tall
 4.722" x 10"



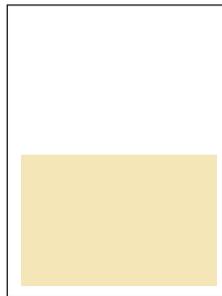
2/3 Page Horizontal
 7.222" x 6.5"



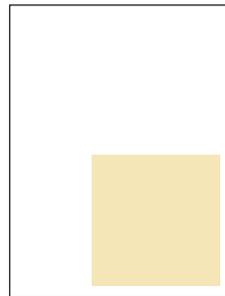
1/2 Page Tall
 3.514" x 10.0"



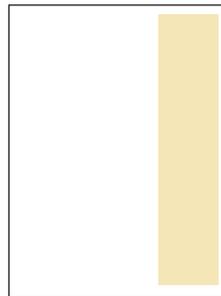
1/2 Page Island
 4.722" x 7.5"



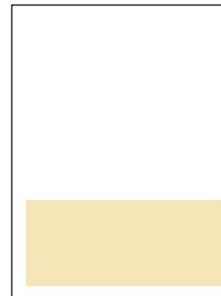
1/2 Page Horizontal
 7.222" x 4.833"



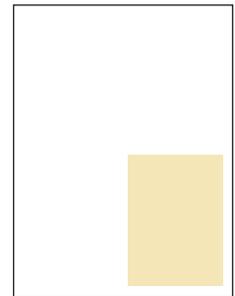
1/3 Page Island
 4.722" x 4.833"



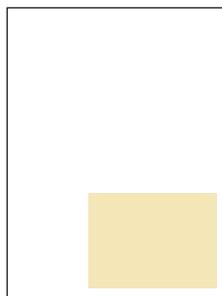
1/3 Page Tall
 2.222" x 10"



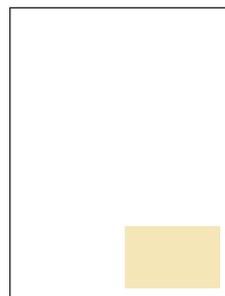
1/3 Page Horizontal
 7.222" x 3.16"



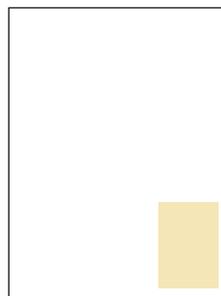
1/4 Page Tall
 3.514" x 4.833"



1/4 Page Horizontal
 4.722" x 3.5"



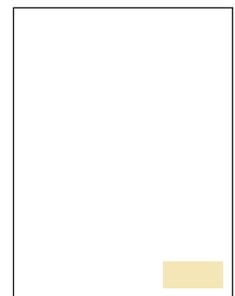
1/8 Page Horizontal
 3.514" x 2.292"



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"