ASA Cooperative Advertising and Cost Sharing Program
October 1, 2022

Purpose:
The Cost Share Program is designed to reach regional markets by assisting states in the advertising and promotion of SimGenetics. The Program also provides support for the promotional activities of state associations to help increase their membership as well as their market share.

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| Media                  | 60%       | 40%         | 1. ASA provides camera-ready advertising slicks.  
2. State chooses ad and publication, places and pays for ad, email copy of paid bill and “tear sheet” to invoices@simmgene.com for reimbursement.  
3. State logo, officers and events may be added. Ads may be created in entirety if they focus primarily on SimGenetics and ad is approved in advance. At least one-half of qualifying ads must be generic information about our breeds.  
4. Radio/TV inserts or paid editorial reimbursements follow the same procedure as for print ads.  
5. the Register and SimTalk are both eligible for cost-share. When ads are placed in the Register and SimTalk, adherence to generic information (50%) is not enforced.  
6. Using ASA Publication design services increases the reimbursement. |
| Display Booths         | 60%       | 40%         | 1. State reserves space, mans booth, pays bill, submits copy of the itemized bill for reimbursement.  
2. State may construct booth; 50% must be generic information. |
| Labels                 | $0.15 each| None        | No charge for first set of state membership labels; cost sharing can be utilized for all subsequent labels (state and surrounding states). + $100 set-up fee. |
| Internet/Web Advertising| 60%       | 40%         | State may place ads on Internet, develop or service WEB pages. Must be 50% generic. |
| Breeders’ Directory/Newsletter | 60%       | 40%         | ASA will reimburse 60% of the production (printing only) of a state association breeders’ directory or newsletter up to $1,500. State must provide proof that the directory or newsletter is distributed outside of state association members. Shipping costs are not eligible.  
ASA Publication services are used. |
| SimTalk Mailings       | 100%      |             | State associations may provide names and addresses within their state for additional mailings. SimTalk mailings at 100% ASA cost share reimbursement ($1/each, not to exceed $500 per year). This is a one-time mailing each fiscal year. |
| Inserts and Paid Editorial | 60%       | 40%         | 1. Must include a percentage of generic advertising of the breed — Simmental, SimGenetics, or Simbrah.  
2. Editorial cannot be used to promote sales.  
3. Has to go through the approval process for cost share advertising. |

Specific Restrictions:
These limitations are imposed to help ensure the goals of the Cost Share Program are met:

1. All ads, editorial or inserts must be generic in nature; no sale animals or individual consignors may be specifically identified; identification exceptions may be made for individuals used in testimonial ads, or when entire state membership is listed.  
2. Show trophies and similar awards are excluded.  
3. All claims must follow procedures outlined under Media #2 above.  
4. Starting 08/30/22 generic content stated in Specific Restriction #1 includes American Simmental-Simbrah Foundation information.