

ASA Cooperative Advertising and Cost Sharing Program

September 1, 2020

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.

General:

1. Only designated officers are authorized to act on behalf of the state association. Professional sale managers and individual members are not eligible. Regional, in-state associations are eligible if sanctioned by the parent state association.
2. The program is based on ASA's fiscal year; July 1 through June 30. A 15-day grace period is provided at the end of the fiscal year for purposes of closing out accounts.
3. Each state or multi-state association is allocated \$4,000 on a 60-40 split on most items. If a state uses the maximum allocation of \$4,000 in the previous fiscal year, the state is eligible for an additional \$1,000 in the current fiscal year.
4. Payment for cost share dollars will be held if a state association has a past due account with the American Simmental Association and/or ASA Publication.

Accepted Cost Share Items:

Category	ASA Share	State Share	Guidelines
Media	60%	40%	<ol style="list-style-type: none"> 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. <i>the Register</i> and <i>SimTalk</i> are both eligible for cost-share. When ads are placed in <i>the Register</i> and <i>SimTalk</i>, adherence to generic information (50%) is not enforced. 6. Using ASA Publication design services increases the reimbursement.
	70%	30%	
Display Booths	60%	40%	<ol style="list-style-type: none"> 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.
	70%	30%	ASA Publication services are used.
<i>SimTalk</i> Mailings	100%		State associations may provide names and addresses within their state for additional mailings. <i>SimTalk</i> 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%	<ol style="list-style-type: none"> 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.