

***American Simbrah* Magazine Suspended for a Time.**

In the recent decade, both ASA and ASA Publication have put enormous effort into our publication business, and fortunately, we have preserved our publications from the brink of economic disaster. Advertising sales for *American Simbrah* have been on the decline – from \$25,385, 2007 Spring Edition to \$13,358, 2009 Fall Edition – and that brought the ASA Publication Board to their decision to suspend publishing *American Simbrah* for the current time being.

We would like to invite the Simbrah breeders to take advantage of *the Register* and *SimTalk* publications to continue their advertising program. Contact **Annie Allen (406.451.5560)** for information on the opportunities that await you.

Let Annie know if you are interested in advertising in the promotional material (February) for Houston or for *the Register's* July/August issue which will emphasis Simbrah cattle. Both will be published on our website. Don't forget to consider links to your home page and video insertions with our on-line editions as well as our ad design services.

We are proud of the advertising, promotion materials and factual information, provided in each edition to more than 5,000 readers in *the Register* and around 34,000 circulation for *SimTalk* (this includes members, recent non-member buyers, and academic and industry leaders across the nation) and will continue to reach out to Simbrah breeders to help meet their advertising and promotion needs. In addition, ASA attends many important industry events and trade shows each year that feature ASA's Simbrah promotion material. Continue to look for the *American Simbrah* name and logo.

ASA will provide Simbrah breeders the same Association services we have always offered.

- Exposure through website posting of Simbrah material.
- International exposure through mailing promotion material (USDA – FAS funding).
- Promotion material at ASA supported Trade Shows and Field Days.
- Registration Certificates and Performance Reports.
- Field Staff attendance (if member meets the required amount of advertising with ASA Publication).

We will continue to offer Simbrah breeders/advertisers attractive options in two publications, *the Register* and *SimTalk*, along with Internet exposure. We hope that you will realize that ASA and ASA Publication offer advantages and will give Annie Allen a call.