ASA Publication, Inc.

Your Source for Everything Simmental

The Official Publisher for the *American Simmental Association*

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

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*.

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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 +

SimTalk

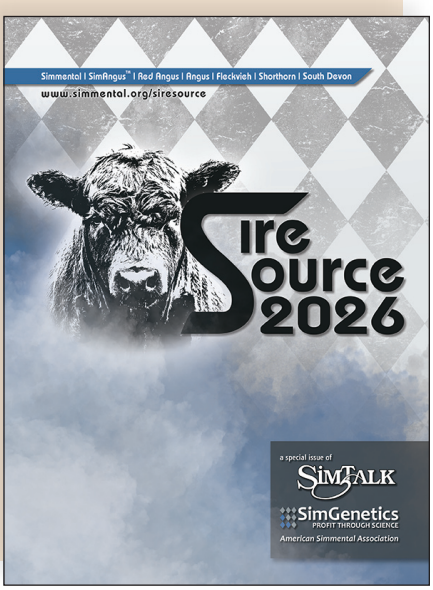
SimTalk, a glossy, full-color publication, is published four times annually, and has a circulation of over 40,000. With a focus on the Simmental breed's role in the commercial industry, each issue of *SimTalk* finds its way to commercial cow-calf producers, feedlots, and much more.

Circulation — 40,000 +

Sire Source

A directory mailed each spring to more than 40,000, targeting potential clients at the height of the semen sales season. 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. Promoting your bull in the online version opens huge marketing avenues for you.

Circulation — 40,000 +



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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

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

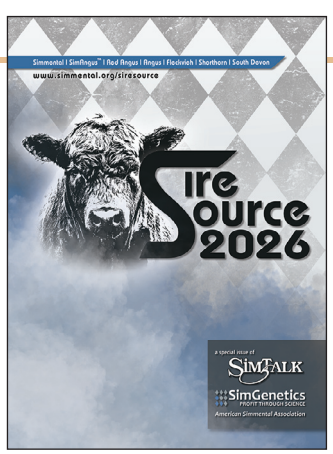
Space Rates	Non-Contract	2X Contract	4X Contract	Four Color
Full page	$890	$840	$800	$300
2/3 page	$760	$730	$700	$200
1/2 page	$510	$480	$460	$150
1/3 page	$380	$370	$350	$100
1/4 page	$260	$250	$230	$75
1/8 page	$150			$50
3-inch mini	$115			$30
2-inch mini	$85			$15
2-inch card	$289/year, 4 insertions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

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:

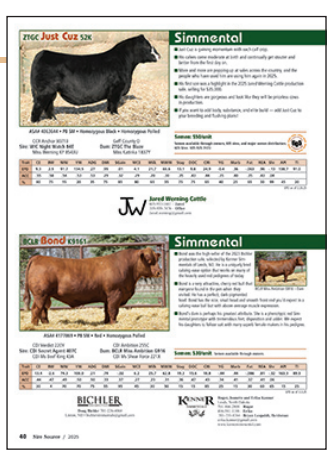
- $450 for one bull
- $300 each for more than one bull



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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Date Book & Calendar of Events

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.

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, with thousands in circulation
- 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

- Banners
- Booths
- Brochures
- Business cards
- Downloadable PDFs
- Flyers
- Logos
- Photo retouching
- Postcards
- Posters
- State Directories
- Website development and hosting

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

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Print + Digital Combination Advertising Packages

Maximize your brand's impact through a balanced approach to marketing – combining the trusted reach of print media with the immediacy and precision of digital advertising.

Package #1: Print-Focused Advertising

This package emphasizes lasting connections through the American Simmental Association's trusted industry publications, and is perfect for engaging with established buyers who value reliability and credibility. To provide a lasting impression that reinforces your message, this package is for you.

What you get:

- Two full-page print ads placed in *the Register* or *SimTalk*
- Business card ad placed in *the Register* or *SimTalk*
- One exclusive eBlast
- Sale listed in Sales Call and ASA's online sale calendar with a link to sale information

Price: $2,500

Package #2: Print + Facebook Engagement

This package combines the reliability of print with the reach of social media to engage both traditional buyers and younger generations. Showcase your genetic strengths dynamically across platforms with this package.

What you get:

- One full-page and one half-page print ad placed in *the Register* or *SimTalk*
- Business card ad placed in *the Register* or *SimTalk*
- One exclusive eBlast
- One boosted post shared on the American Simmental Association Facebook page
- Sale listed in Sales Call and ASA's online sale calendar with a link to sale information

Price: $2,500

Package #3: Digital-Focused Advertising

This package maintains print visibility while leveraging precision-targeted digital tools to attract new buyers, reaching them exactly when they're searching for quality Simmental genetics. If you're looking to beef up your digital advertising efforts, this package makes it possible.

What you get:

- One full-page print ad placed in *the Register* or *SimTalk*
- One Simmental Strong Google Search ad
- One boosted post shared on the American Simmental Association Facebook page
- One exclusive eBlast
- Sale listed in Sales Call and ASA's online sale calendar with a link to sale information

Price: $2,500

Digital Marketing Options

The American Simmental Association offers a range of powerful digital marketing tools designed to put your message, services, and genetics in front of the right audience – when and where it matters most.

Social Media

Connect with our engaged community of breeders, commercial producers, and ag professionals through highly targeted Facebook ads on the American Simmental Association Facebook page, which boasts over 12,000 followers.

Price: $500

Email

Send your message straight to our subscribers' inboxes via eBlast. Our eBlast service delivers your custom-designed advertisement to thousands of seedstock producers, commercial cow-calf producers, and beef industry representatives.

Price: $250

Simmental.org

Get featured in the bi-weekly Sales Call and the ASA Online Sale Calendar – complete with a direct link to your sale details, making it easy for buyers to find and engage with your offering.

Price: $200 (free with qualifying ad placement)

Search Engine

Join the Strand Strong Search Campaign and put your cattle in front of the right buyers by leveraging our Google Ad reach to boost your visibility and drive serious customers to your website and sales catalog.

Price: $500 (2-week campaign)

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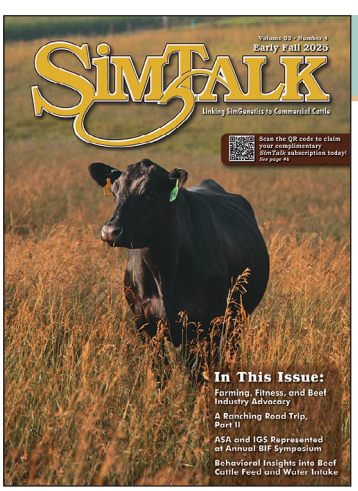
Production Schedule Deadlines

* dates subject to minor adjustment

	Ad Sales Close	Ad Materials Due	Camera-Ready Ads Due	Approximate Mail Date
***the Register* 2026**				
May/June '26	March 30	April 2	April 10	May 18
July/August '26	May 22	May 27	June 5	July 13
September '26	July 31	August 4	August 13	Sept 18
October '26	August 17	August 19	August 28	Oct 5
November '26	Sept 28	Sept 30	Oct 9	Nov 16
***the Register* 2027**				
2027 Calendar	Oct 25	Oct 27	Nov 5	Dec 18
Dec '26/Jan '27	Oct 26	Oct 28	Nov 10	Dec 18
February '27	Dec 18	Dec 22	Jan 4	Feb 8
March '27	Jan 29	Feb 3	Feb 11	March 18



	Ad Sales Close	Ad Materials Due	Camera-Ready Ads Due	Approximate Mail Date
***SimTalk* 2026**				
Early Fall 2026	July 20	July 23	July 31	Sept 8
Late Fall 2026	Sept 17	Sept 22	Sept 30	Nov 6
***SimTalk* 2027**				
January (Winter) 2027	Nov 19	Nov 24	Dec 2	Jan 8
March (Spring) 2027	Jan 19	Jan 22	Jan 29	March 8

	Ad Sales Close	Ad Materials Due	Camera-Ready Ads Due	Approximate Mail Date
***Sire Source* Printed 2027**				
	March 2	March 3	March 12	April 19

***Sire Source* Online**

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

February 2026

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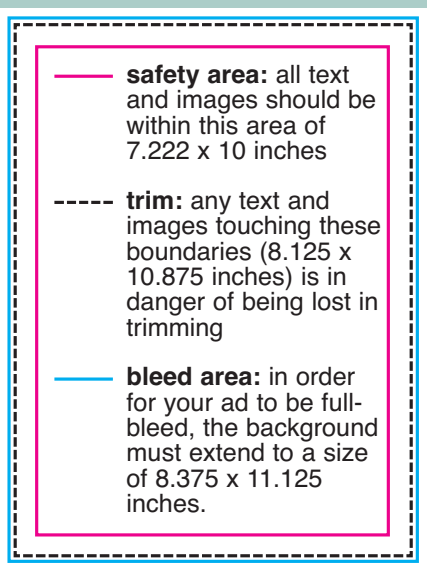


Full Page Ad Guide

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 lines per inch

Camera Ready
Press quality (300 dpi)
TIFF, JPEG, or PDF
CMYK [US Web Coated (SWOP) or GRACoL 2006]

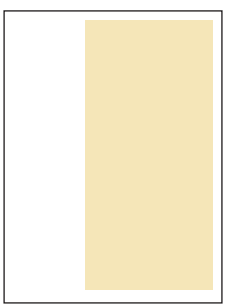
Bleed Size
8.375 x 11.125 inches

Trim Size
8.125 x 10.875 inches

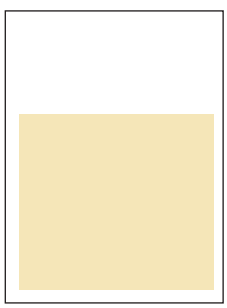
Live/Safety Area
7.222 x 10 inches

*camera-ready ads that are sent in as RGB will be converted to CMYK

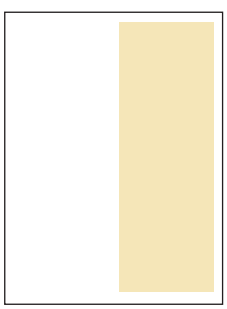
Full Page Live Area
7.222" x 10"



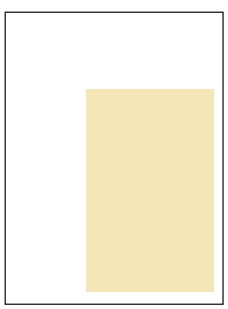
2/3 Page Tall
4.722" x 10"



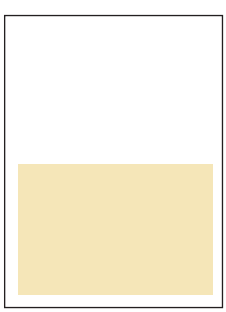
2/3 Page Horizontal
7.222" x 6.5"



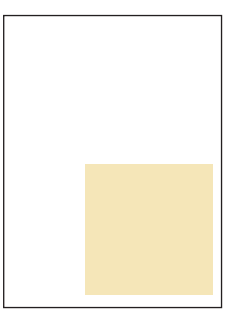
1/2 Page Tall
3.514" x 10.0"



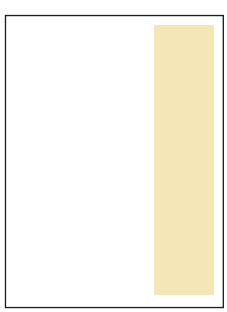
1/2 Page Island
4.722" x 7.5"



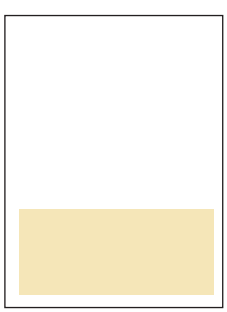
1/2 Page Horizontal
7.222" x 4.833"



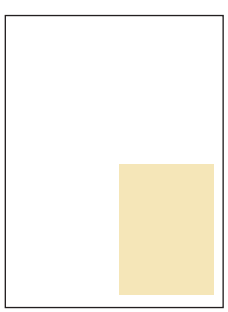
1/3 Page Island
4.722" x 4.833"



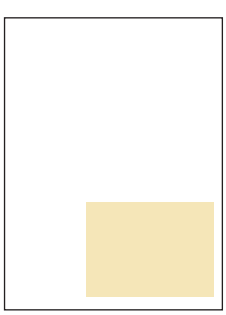
1/3 Page Tall
2.222" x 10"



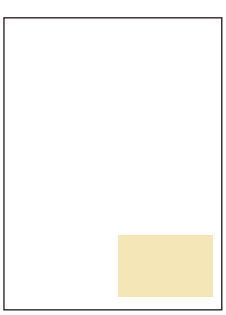
1/3 Page Horizontal
7.222" x 3.16"



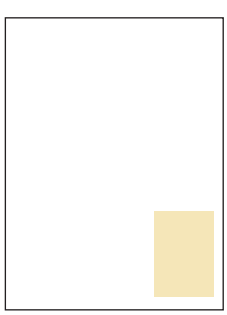
1/4 Page Tall
3.514" x 4.833"



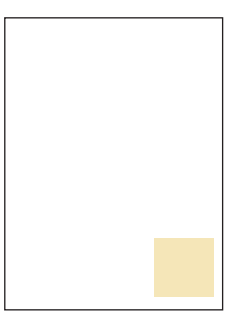
1/4 Page Horizontal
4.722" x 3.5"



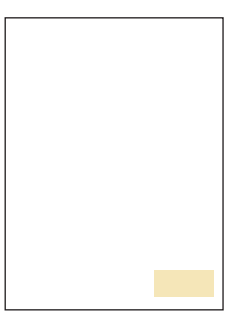
1/8 Page Horizontal
3.514" x 2.292"



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"