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 +

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.

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.
Promoting your bull in the online version opens huge marketing avenues for you.
Circulation — 9,500 +
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 the SimTalk anytime during the online post.
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 Breeder’s 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.
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. Broadcast to over 6,200 subscribers, 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 5,300

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

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
### Space Rates

<table>
<thead>
<tr>
<th></th>
<th>Non-Contract</th>
<th>5X Contract</th>
<th>9X Contract</th>
<th>Four Color</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$770</td>
<td>$730</td>
<td>$700</td>
<td>$300</td>
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<td>2/3 page</td>
<td>$660</td>
<td>$630</td>
<td>$600</td>
<td>$200</td>
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<td>$420</td>
<td>$400</td>
<td>$150</td>
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<td>$315</td>
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<tr>
<td>3-inch mini</td>
<td>$100</td>
<td></td>
<td>$30</td>
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<tr>
<td>2-inch mini</td>
<td>$85</td>
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<td>$15</td>
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<td>2-inch card</td>
<td>$700/year, 9 insertions</td>
<td>$715</td>
<td>$135</td>
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<td>1-inch card</td>
<td>$390/year, 9 insertions</td>
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<td>Classified Ads</td>
<td>$.60/word, $12.00 minimum, must be prepaid</td>
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### 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

### 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
# Production Schedule Deadlines

<table>
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<tr>
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<th>Ad Sales Close</th>
<th>Ad Materials Due</th>
<th>Camera-Ready Ads Due</th>
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<tr>
<td><strong>the Register 2023</strong></td>
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<tr>
<td>July/August ’23</td>
<td>June 20</td>
<td>June 23</td>
<td>July 10</td>
<td>July 25</td>
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<tr>
<td>September ’23</td>
<td>August 1</td>
<td>August 8</td>
<td>August 18</td>
<td>Sept 25</td>
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<td>October ’23</td>
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<td>November ’23</td>
<td>Oct 3</td>
<td>Oct 6</td>
<td>Oct 19</td>
<td>Nov 2</td>
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<tr>
<td><strong>the Register 2024</strong></td>
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<tr>
<td>Dec ’23/Jan ’24</td>
<td>Nov 15</td>
<td>Nov 17</td>
<td>Dec 5</td>
<td>Dec 19</td>
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<td>Jan 4</td>
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<td>April ’24</td>
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<td>March 5</td>
<td>March 19</td>
<td>April 2</td>
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<td>May/June ’24</td>
<td>April 4</td>
<td>April 9</td>
<td>April 19</td>
<td>May 7</td>
</tr>
</tbody>
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| **SimTalk 2023**     |                |                  |                      |           |
| Early Fall 2023     | July 25        | July 28          | Aug 11               | Aug 31    |
| Late Fall 2023      | Sept 20        | Sept 25          | Oct 10               | Oct 26    |

| **SimTalk 2024**     |                |                  |                      |           |
| January 2024        | Dec 1          | Dec 8            | Dec 15               | Jan 9     |
| March 2024          | Jan 29         | Feb 1            | Feb 9                | Feb 27    |

| **ASA/SimTalk Membership Directory 2024** |          |                  |                      |           |
| SCC/NSG              | April 29      | May 2            | May 23               | June 11   |

## ASA Publication, Inc.

Your Source for Everything Simmental
The Official Publisher for the American Simmental Association

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

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## Sire Source Printed 2024

Spring

## Sire Source Online
Ad Sizes and Dimensions

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

**Bleed Size**
8.375 x 11.125 inches

**Trim Size**
8.125 x 10.875 inches

**Live Area**
7.222 x 10 inches

**Line Screen**
150

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

Send all ad materials to:
register@simmgene.com