

The logo for ASA (American Simbrah Association) features the letters 'ASA' in a large, bold, white serif font, set against a solid black rectangular background.

Publication, Inc.

2 Simmental Way • Bozeman, MT 59715
406-587-2778 • Fax 406-587-8853
register@simmgene.com
www.simmgene.com

The logo for 'the Register' is enclosed in an oval. It features the word 'the' in a small, lowercase serif font above the word 'Register', which is in a large, bold, lowercase serif font.The logo for 'SimTALK' is enclosed in an oval. 'Sim' is in a large, bold, serif font, and 'TALK' is in a smaller, bold, serif font. A stylized, flowing line connects the 'i' in 'Sim' to the 'T' in 'TALK'.The logo for 'The World's Breed AMERICAN SIMBRAH' is enclosed in an oval. 'The World's Breed' is in a small, uppercase serif font above the word 'AMERICAN', which is in a large, bold, uppercase serif font. Below 'AMERICAN' is the word 'SIMBRAH' in a smaller, bold, uppercase serif font.



The Official Publisher for the American Simmental Association.

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Email: register@simmgene.com

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Mission Statement

ASA Publications, Inc., as a wholly-owned, for-profit subsidiary of the American Simmental Association (ASA), serves as ASA's educational and communications arm through timely distribution of pertinent information.

A. Publications:

- 1) *the Register*, ASA's official publication, is printed 11 times annually, has a circulation of 5,000 and is focused primarily on ASA's paid membership.
- 2) *SimTalk* is published four times annually, has a circulation of 25,000 and targets commercial users of Simmental and Simbrah genetics.
- 3) *American Simbrah* is published twice annually, has a circulation of 2,000, and concentrates on producers of Simbrah genetics.

B. The goals of ASA Publication, Inc. are attained:

- 1) Through maintenance of a quality communication source for the American Simmental Association, its membership and the commercial industry; by incorporating editorial content which provides Association and industry news; and as a promotional, marketing and advertising vehicle for the membership.
- 2) By enhancement of financial return providing additional services and programs to outside enterprises.
- 3) By developing the use of cutting edge technologies to ensure the position of ASA Publication, Inc. within the livestock and publication industries.

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Dear Prospective Advertiser:

Thank you for your interest and welcome to ASA Publication, Inc., the official publisher for the American Simmental Association. Our publications include *the Register*, *SimTalk* and *American Simbrah* magazines. *the Register* is the official publication of the American Simmental Association and is distributed to nearly 5,000 members and subscribers 11 times each year. *SimTalk* is directed toward the commercial producer; 30,000 copies are distributed 4 times a year to non-member buyers, active members, cattle buyers, extension personnel and new inquiries. In addition, 5,000 copies are hand-distributed at shows, sales and many other events. *American Simbrah* is published semi-annually and 2,000 copies are mailed to Simbrah seedstock producers and non-member buyers in the Gulf Coast States, active adult and junior members, as well as selected international markets.

ASA Publication, Inc. has two Sales Representatives and two Field Representatives who cover the United States, Canada and Mexico. Refer to the map below to find the representative in your area. Your representative will be glad to answer any questions and can be reached at:

ASA Publication Sales Representatives

National Sales Manager

Lacey Robinson
2 Simmental Way
Bozeman, MT 59715
800-593-2778 (inside the U.S.)
406-599-2394 (mobile)
Fax 406-587-8853
lrobinson@simmgene.com

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jruble@simmgene.com

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Ireton, IA 51027
406-599-2395 (mobile)
Fax 712-562-6539
kschmidt@simmgene.com

We appreciate your interest in ASA Publication, Inc. and look forward to helping you reach the most comprehensive audience for your products and services.

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Publication Deadlines

Issue	Early Copy Deadline*	Regular Copy Deadline
January	November 20	December 1
February	December 20	January 1
March	January 20	February 1
April	February 20	March 1
May	March 20	April 1
June/July	May 20	June 1
August	June 20	July 1
September	July 20	August 1
October	August 20	September 1
November	September 20	October 1
December	October 20	November 1

* 10% early copy discount (based on space rates)

Mechanical and Printing Specifications

- Paper:** Cover – Sterling 6PTC2S
 Inside – 50# Pubgloss 72
- Printing:** *the Register* is printed on a web press.
- Inks:** Process colors – Black, Cyan, Magenta, Yellow
- Binding:** Perfect Bound
- Line Screen:** 133

All other Digital information can be found on page 3.

Mailing Information

Each issue will be mailed on or around the first week of the month of publication date. *the Register*, which mails periodical class, assumes no responsibility for actual receipt date. **Ads for sale dates prior to the 15th of the month of publication should be placed in the previous issue.**

Cancellation Policy

A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be pulled to get the magazine out on time.

Advertising Space Rates

Call your sales representative for more information on contract rates

Space Rate	Non-Contract	6X Contract	12X Contract
1 page	\$770	\$730	\$700
2/3 page	\$660	\$630	\$600
1/2 page	\$440	\$420	\$400
1/3 page	\$330	\$315	\$300
1/4 page	\$220	\$210	\$200

3" mini – \$100/insertion, 3 consecutive insertions.

2" mini – \$100/insertion

1" card – \$390/year, 11 insertions

Classified Ads – 60¢ a word, \$12.00 minimum, must be pre-paid.

Color and Photo Rates

Color Charges: The space rates listed are the base price for a black and white ad. Advertisements appearing in *the Register* can be black and white, 2 color or full color. There is an additional fee for color advertisements. The charges are as follows:

- full color (cmyk process):** \$300 + space rate
2 color: \$150 + space rate

Scan Charges: Images appearing on ads are charged in addition to space rates. The charges are as follows:

- Color Images:** \$25.00 ea.
Black and White Images: \$12.50 ea.

Photo Retouching: ASA Publication, Inc. has capabilities of altering photos, such as removing halters, fences, people, etc. Altering of photos will be done as time permits.

- Per hour** \$100.00
Minimum charge \$25.00

ASA Publication, Inc. reserves the right to refuse altering a photo.

Publication Deadlines



Issue	Ad Deadline
January	December 6
March	January 21
June	May 1
September	August 9



Issue	Ad Deadline
Spring	January 10
Fall	July 22

Mechanical/Printing Specifications

Paper: *SimTalk* – Cover: 70# Pubgloss 84
Inside: 35# ALT offset

American Simbrah – 70# Pubgloss 82

Printing: *SimTalk* and *American Simbrah* are printed on a web press.

Inks: *SimTalk*: Cover prints process colors (CMYK).
Inside pages print black ink.

American Simbrah: Process Colors – (cmyk)

Binding: Saddle Stitched

Line Screen: *SimTalk*: Cover, 133 Inside, 85

American Simbrah: 133

All other Digital information can be found on page 3.

Mailing Information

Each issue will be mailed approximately 20 to 30 days after the advertisement deadline. *American Simbrah* and *SimTalk*, mail third class. ASA Publication, Inc. assumes no responsibility for actual receipt date. **Ads for sale dates prior to the 15th of the month of publication should be placed in the previous issue.**

Advertising Space Rates

Ad Size	<i>SimTalk</i> Rate	<i>American Simbrah</i> Rate
1 page	\$890	\$770
2/3 page	\$760	\$660
1/2 page	\$510	\$440
1/3 page	\$380	\$330
1/4 page	\$260	\$220
1/8 page	\$170	\$100
3" vertical	\$115	n/a
2" vertical	\$85	n/a
1" single	\$65	\$50

SimTalk Classified Ads – \$2.00/word, \$24.00 minimum, must be pre-paid.

American Simbrah Classified Ads – 60¢ a word, \$12.00 minimum, must be pre-paid.

Color and Photo Rates

Color Charges: The space rates listed are the base price for a black and white ad. *SimTalk* is now accepting color ad inserts, at a per-page cost of \$1,700.

American Simbrah ads are available in black and white, two color and full color. There is an additional fee for color advertisements. The charges are as follows:

full color (cmyk process): \$300 + space rate

2 color: \$150 + space rate

Scan Charges: Photos appearing on ads are charged in addition to space rates. The charges are as follows:

Color Images: \$25.00 ea.

Black and White Images: \$12.50 ea.

Photo Retouching: ASA Publication, Inc. has capabilities of altering photos, such as removing halters, fences, people, etc. Altering of photos will be done as time permits.

Per hour \$100.00
Minimum charge \$25.00

ASA Publication, Inc. reserves the right to refuse altering a photo.

Cancellation Policy

A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be pulled to get the magazine out on time.

Mechanical Guidelines

Printing: *the Register, SimTalk and American Simbrah* are printed on a web press.

Trim Size: 8-1/8 x 10-7/8 inches (48p9 x 65p3 picas)

Bleed Size: 8-1/4 x 11-1/8 inches (49p6 x 66p9 picas)

Live Area: 7.222 x 10 inches (43p4 x 60 picas)

Margins	Trim	Bleed
top	2p3 picas = 0.374"	3 picas = 0.5"
bottom	3 picas = 0.5"	3p9 picas = 0.625"
outside	2p2 picas = 0.361"	2p11 picas = 0.486"
inside/gutter	3p3 picas = 0.547"	3p3 picas = 0.547"

Three column format:

Column width: 13p4 picas = 2.222"

Gutter width: 1p8 picas = 0.278"

Ad Sizes

Ad Size	Orientation	Picas	Inches
Full page:	live area	43p4 x 60	7.222 x 10.0
	bleed size	49p6 x 66p9	8.250 x 11.125
2/3 page:	vertical	28p4 x 60	4.722 x 10.0
	horizontal	43p4 x 39	7.222 x 6.5
1/2 page:	vertical	28p4 x 45	4.722 x 7.5
	horizontal	43p4 x 29	7.222 x 4.833
	tall	21p1 x 60	3.514 x 10.0
1/3 page:	vertical	13p4 x 60	2.222 x 10.0
	horizontal	43p4 x 19	7.222 x 3.16
	island	28p4 x 29	4.722 x 4.833
1/4 page:	horizontal	28p4 x 21	4.722 x 3.5
	vertical	21p1 x 29	3.514 x 4.833
3" mini:		13p4 x 19	2.222 x 3.167
2" business card:		13p4 x 13	2.222 x 2.167
1" business card:		13p4 x 6	2.222 x 1.0

* For a visual representation of the ad sizes, see page 4.

** See the individual magazine pages for specific information on paper, color and line screens.

Digital Media Guidelines

Platform: Macintosh

File Transport: e-mail (register@simmgene.com), Zip disk, CD and FTP.

Software: QuarkXPress 6.5, Adobe Illustrator CS2, Adobe Photoshop CS2, Adobe Acrobat 7.

Documents created in older versions of these programs are accepted.

Files created in other programs cannot be used!

File Formats: TIFF, EPS, JPEG, PDF files and Photoshop documents (PSD).

PDF Files: To maintain a high standard of quality, all PDF files must be saved in press optimized mode. Due to our production specifications required by our printer, all PDF files will be rasterized.

Photoshop Files: Please send an unflattened, layered version of Photoshop documents (PSD) as well as the composite version.

Fonts: Convert all PC and novelty fonts to outlines. Please include all other fonts when a document is sent. If a font is not converted to outlines and ASA Publication, Inc. does not own the font, it will be replaced by the closest match from our font library.

Compression: we are able to decompress .sea, .sit, .zip and .exe files

Digital Photographs: Must be 300 dpi, and be saved as a TIFF, EPS or JPEG. ASA publication will not assume responsibility for the quality of photos submitted digitally.

Document Size: Electronic files must be actual size to fit our page specifications – any corrections made will be deducted from the digital media discount*.

FTP Accounts: An FTP server is available for transfer of large files. If time and size are factors, please use this option.

- Call to set up an FTP account. Setting up an FTP account is free and only takes a few minutes.

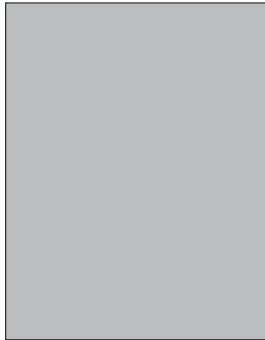
Proofs: Please send a hardcopy proof for all ads.

Discounts: digital media discount for ad space may be negotiated if the ad meets our specifications. This discount cannot be combined with an early copy discount.

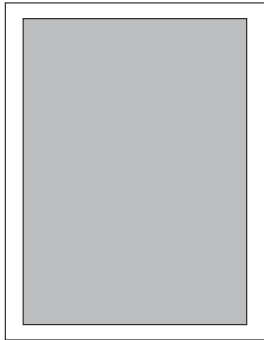
Questions: Please contact a member of the production staff for assistance.

Phone: 406-587-2778 • Email: register@simmgene.com

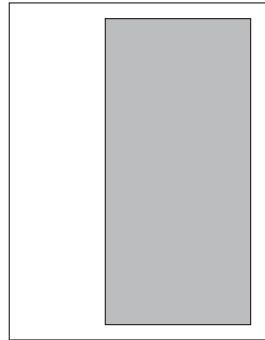
Visual Representation of Ad Sizes



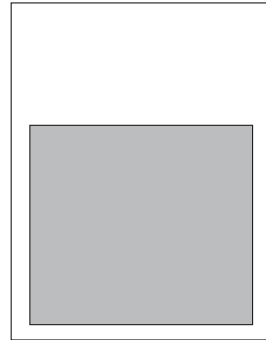
Full-Page Bleed Ad



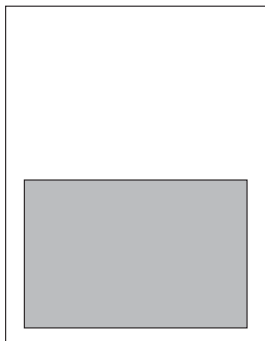
Full-Page Ad



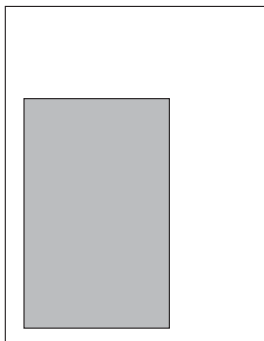
2/3 Vertical Ad



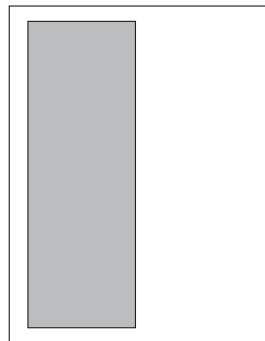
2/3 Horizontal Ad



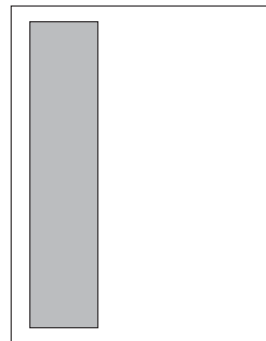
1/2 Horizontal Ad



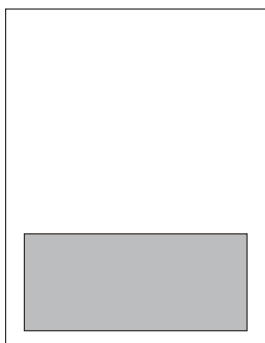
1/2 Vertical Ad



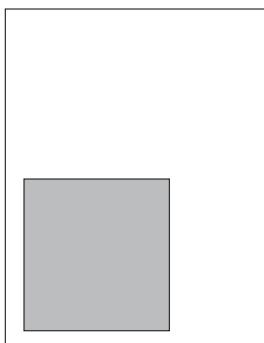
1/2 Tall Ad



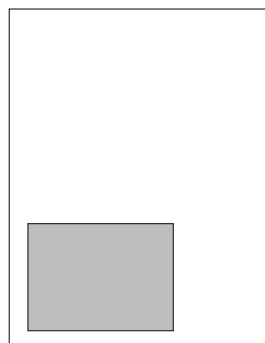
1/3 Vertical Ad



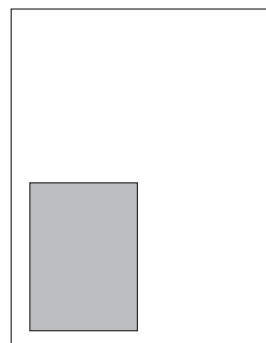
1/3 Horizontal Ad



1/3 Island Ad

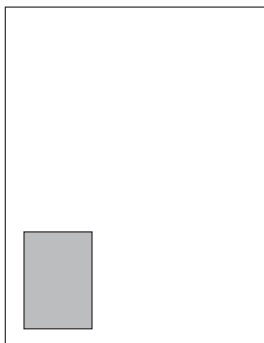


1/4 Horizontal Ad

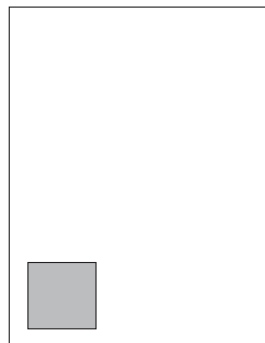


1/4 Vertical Ad

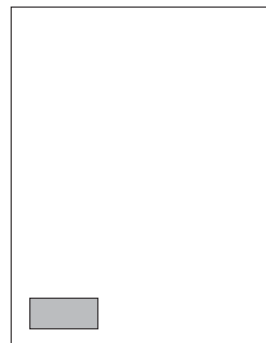
**See page 3
for dimensions
in picas and
inches.**



3" Mini Ad



2" Business Card Ad



1" Business Card Ad

Subscriptions

the Register

the Register is a monthly publication published 11 times annually. The months of June and July are combined into a July issue.

Domestic:	\$30/year
First Class:	\$50/year
Canada & Mexico:	\$50/year (US)
All Other International:	\$75/year (US)

SimTALK

SimTalk is published four times a year, (January, March, June, September).

The World's Breed AMERICAN ASIMBRAH

American Simbrah is published twice annually (September, February).

SimTalk and *American Simbrah* subscriptions are available upon request and are free of charge.

Call or email today to order a subscription to any of these three publications: 800-593-2778 or register@simmgene.com.

Policies

Changes and Cancellations

Alterations in ad copy, if requested after closing date, will be made if time permits, and may incur charges for time and materials. Cancellation after closing date may also incur charges.

Layouts and Proofs

The deadline for requests for special layouts is the 10th of the second month preceding publication. Although every effort will be made to provide proofs on all ads, proofs are guaranteed only if all ad material arrives in ASA Publication, Inc. office prior to deadline.

Terms

All accounts are due and payable as invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account

becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee and the ASA Board of Trustees, ASA privileges may be denied to those with accounts over 90 days delinquent.

Advertising Content

ASA Publication, Inc. assumes no responsibility for the accuracy and truthfulness of submitted advertising copy, and has the right to refuse any ad copy or photos. Advertisers shall indemnify and hold harmless ASA Publication, Inc. for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

Editorial Policy

Opinions expressed are the writer's and not necessarily those of ASA Publication, Inc. Photographs are welcome, but no responsibility is assumed during transit or while in the office.

Discount Availability

To give a more cost-effective method to promote seedstock and commercial programs, the following discounts are offered. Contact your sales representative for more information.

Frequency Rate Discounts

Place an ad in *SimTalk* or *American Simbrah* in addition to *the Register* to qualify for a frequency rate discount.

Digital Media Discount

receive a discount for digitally submitted ads which meet our specifications. Applies only to *the Register*.

Pre-Payment Discount

Up to ten percent depending on ad space rate, if ad is paid in full before invoice date.

Early Copy Discount

receive a 15% discount on space when ad copy and photos are in the office by the 15th of the month preceding publication. Applies only to *the Register*.

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Special Projects

Our design staff can assist you in creating any printed promotion. Whether a catalog, website, flyer, poster, handout or logo, ASA Publication, Inc. can develop a solution that will produce results. Consult the list below for pricing. If the project you desire is not listed, call a sales representative for a quote.

Catalogs, Brochures, Websites, etc:

Due to the individuality of these projects, a set price for all projects is not listed. Sales representatives can help plan and work out the details for personal projects. Once the specific information is obtained, ASA Publication, Inc. can provide an accurate quote. Call today for more information. 406-587-2778 or register@simmgene.com.

Setup Fees for flyers/advertisements:

Changes to existing ad\$15.00

Convert ad to black and white10.00

Create new ad40.00

Business cards, Brochures,
Websites, Letterhead,
Catalogs, Logos, etc.Call for quote

Flyer or Poster Printing:

Quantities over 250Call for quote

8-1/2 x 11 (letter size)

Black and White*\$0.10 ea.

8-1/2 x 11 (letter size)

Color ink*\$0.50 ea.

11 x 17 (Tabloid size)

Black & White*\$0.25 ea.

11 x 17 (Tabloid size)

Color ink*\$1.00 ea.

* Prices listed apply only to one-sided documents; two-sided projects are quoted on an individual basis.

