ASA ADVERTISING OPPORTUNITIES

ASA NEW WEBSITE ADVERTISING

The website is visited by 12-15,000 people each month. By advertising on the ASA website, you have the potential for your business to be seen by those website visitors.

AD SIZES/DETAILS

- TWO size options
    - square – 300 px x 250 px (provide ad in jpg format with website link.)
    - long rectangle – 1023 px x 126 px (provide ad in jpg format with website link.)

PRICING/DETAILS

- $100/month
- $1000/year
    - Includes ONE ad change each month, ads must be provided ready in jpg format. Include link for website. If you need to change more than once a month, it is an additional $25/change.

SHORTHORN INSIDER E-NEWSLETTER ADVERTISING

The 'Shorthorn Insider' is the official e-newsletter of the ASA. Sent bi-monthly, the Insider reaches more than ***9,000 Shorthorn enthusiasts with an open rate of 42-44%***. The Insider keeps readers up to date with changes and updates at the American Shorthorn Association.

AD SIZES/DETAILS

- 425 x 115 pixels (Provide ad in jpg format with website link.)
- Ad will be linked to website of your choice.

PRICING/DETAILS

- $200/month for members. Contact shelby@shorthorn.org for non-member pricing.
    - Includes ad placement in 2 issues of the Insider.
- $2,000/year for members. Includes ad placement in all Issues of the Insider.
- THREE banner ad spaces are available in each issue.
- Ad spaces are available on a first come – first serve basis.
- Payment for the ad must be received before e-newsletter send date.

To Reserve an Ad with the ASA

- Please contact the ASA Director of Marketing and Communications to reserve your ad space, shelby@shorthorn.org
- Ad spaces must be reserved at least **one week ahead of sending date**.

CO-OP ADVERTISING PROGRAM

1. The state association coop advertising program is designed to help ASA and state associations share the cost of promoting the Shorthorn breed.
2. Advertisement requests must be made by the state association's president, vice-president or secretary manager. Advertisements cannot be requested by groups of breeders or individuals.
3. The ASA reimburses 50% of the ad cost, up to a total of $650 per state per fiscal year (Sept 1 – Aug 31).
4. There are limited coop funds available for states in each fiscal year. No more coop ads will be funded when available funds have been utilized.
5. Each state association must pay for advertisement and send a paid invoice to ASA to be reimbursed.
6. ASA will provide an ad based on current promotions.
    1. Ads will have space to include the state association logo and contact information.
    2. Ads will include the ASA logo and contact information.
    3. Ads can include state events, dates and locations but not individual breeder information and dates.
    4. ***All ad requests must be submitted to ASA at least 5 business days before deadline. Ads will not be eligible for ad copy approval if received less than 10 business days before deadline.***
7. State Associations must provide the following ad specs to the ASA.
    1. Publication name, phone number and email address
    2. Ad Deadline
    3. Ad Size
    4. Full Color or Black & White
    5. State Association information to be included in ad
8. State associations are required to meet above guidelines in order to be eligible to receive reimbursement for coop ads.

SHORTHORN COUNTRY

Print advertising is available through the Shorthorn Country publication. Please keep in mind that the American Shorthorn Association is not responsible for the content of Shorthorn Country. You should understand that if you choose to conduct business with Shorthorn Country, you are conducting business directly with them.