

asa today

Reach All the Top Soybean Farmers with ASA Today

The American Soybean Association has opportunities to reach all of its 22,000 members by advertising in its ASA Today membership newsletter. ASA members manage approximately 18.5 million acres or one-fourth of total soybean acres and approximately 16.3 million acres or one-fourth of corn acres planted in the United States.

Each issue features the latest information about ASA farm and trade policy initiatives and successes, news about ASA membership and leadership activities, special in-depth features on legislative priorities, grower education opportunities, and soybean and soy product export promotion activities.

The newsletter is printed on high-quality glossy paper in 4-color process. It is mailed to all ASA members and past issues are archived in the members-only area of ASA's website SoyGrowers.com.

CIRCULATION:

22,000+

REACH:

Distributed to all members of the American Soybean Association (ASA), including all ASA and state affiliate leaders and staff.

FREQUENCY:

Monthly, 10 issues annually: October-November, December, January, February, March, April, May, June, July-August and September.

ADVERTISING RATES:

(Effective May 1, 2010)

All rates are ROP National (99%) / International (1%) distribution.

Half page, 8-1/2 x 5-1/2	\$ 6,000
Full page, 8-1/2 x 11	\$ 8,000
Two-page Insert	\$14,000
Four-page Insert	\$20,000

TERMS:

Net 30 days. No cash discount or agency commission.

MATERIALS:

Ad repro materials are due the first week of the month preceding publication. Send ad file to Maria Verbeck at Ambrilis Graphics maria@ambrilis.com. For artwork technical questions or ad specs, contact Maria at 314-849-1599.



Helpful Links For More Info:

ASA Today newsletter archive:
<http://www.soygrowers.com/members/dw/asatoday/asat.htm>

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