

American Soybean Association



# 2024 Media Kit



# ASA's Purpose



## ASA's Purpose

The American Soybean Association's (ASA) mission is to advocate for U.S. soy farmers on policy and trade. ASA's vision is to be the leading soy policy advocate and most sought-after partner and advisor advancing the success and prosperity of U.S. soybean farmers.

As the national policy arm for the U.S. soybean industry, ASA represents soybean farmers when policies, legislation and regulations impacting the soybean industry are being discussed, developed and evaluated.

## The Value of ASA Communications

ASA communications vehicles reach soybean farmers who are truly connected and engaged in the issues and opportunities facing the soybean industry. They are early adopters, innovators, conservationists and leaders. They are involved in learning and gaining more knowledge about the policies and regulations that impact their profitability. Many serve in local, state and national leadership roles. ASA communications reach this valuable target audience of U.S. soybean farmers and supporters of the soybean industry.

ASA is strategically focused on policy. More ASA resources are being directed to grassroots advocacy efforts. This enhanced and expanded focus includes more policy activity and engagement nationally and with state affiliates, and expanded policy communications.

An investment in ASA's communications vehicles supports your marketing activities by allowing your brand message to reach an engaged and highly influential farmer audience while also providing greater support for the critical policy efforts of ASA that benefit farmers and agribusiness.

Advertising is available in the following ASA communications vehicles:



### American Soybean

ASA's quarterly printed magazine provides insights on key soybean issues, background and analysis on policy initiatives, comments from diverse thought leaders, sustainability activities and much more.



### eBean News

This weekly electronic newsletter provides policy updates and top news impacting America's soybean farmers and the soybean industry.



### Podcasts

Educational podcasts provide soybean production and profitability information in a format that is portable and easy to access.



### For more information about ASA advertising opportunities:

American Soybean Association  
12647 Olive Boulevard, Suite 410 | St. Louis, MO 63141 | 800-688-7692

### Sponsorship/Ad Sales:

Hannah Younger (hyounger@soy.org, 314-754-1335)  
Michelle Hummel (mhummel@soy.org, 314-754-1328)  
Christine Luelf (cluelf@soy.org, 314-754-1291)

# American Soybean Magazine



## American Soybean Magazine

Advertising in *American Soybean* reaches soybean farmers who are engaged in the issues impacting their livelihood. Many are early adopters of new technologies and processes; many are innovators and dedicated conservationists. Readers include current national and state soybean leaders, as well as up-and-coming leaders.

Readers of *American Soybean* are interested in policies and regulations that impact their profitability, and they value insights on key soybean issues from industry leaders. *American Soybean* is a publication that provides information many of its readers don't get elsewhere.

Advertising in *American Soybean* provides a direct line of communication to a key group of top soybean farmers.

## According to a Survey of American Soybean Readers:

- 64% share their copy with one or more people, including spouses, other family members, friends, employees, colleagues and customers.
- 79% of respondents gave the magazine a high rating in terms of its educational value.
- 37% of respondents were between the ages of 40 and 59, and 15% were 20 to 39 years old; 34% were age 60 to 69.
- The magazine's relevance to soybean production received high marks from 83% of respondents.

## Reach and Frequency

- Circulation of nearly 20,000
- Distributed to soybean farmers, national and state leaders, agribusiness leaders
- Issued quarterly (winter, spring, summer, fall)

## Advertising Rates

Full Page	\$ 5,000
2/3-Page Vertical	\$ 4,500
1/2-Page Horizontal	\$ 3,000
Inside Front Cover (IFC)	\$ 8,000
Inside Back Cover (IBC)	\$ 7,000
Inserts	Ask for rates

FULL PAGE	2/3 PAGE VERTICAL
	1/2 PAGE HORIZONTAL

Terms: Net 30 days. No cash discount or agency commission.

## Editorial Calendar

Issue	Ad Close	Materials Due
Winter 2024 .....	11-28-23 .....	12-12-23
Spring 2024 .....	03-06-24 .....	03-11-24
Summer 2024 .....	05-15-24 .....	05-17-24
Fall 2024 .....	08-26-24 .....	09-09-24

### SPECIAL THEMES\*

**WINTER: ASA Advocacy** – ASA policy advocacy and opportunities for state/farmer grassroots involvement.

**SPRING: Soy Checkoff** – History behind creation of the soy checkoff and importance of protecting it.

**SUMMER: Biofuels** – The importance of soy fuels to the soybean industry and the role of U.S. soybean oil.

**FALL: Ecosystem Services** – Soybean farming and ecosystem goods and services, including carbon markets.

\* These are the intended themes for 2024. ASA reserves the right to make changes.



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# American Soybean Magazine



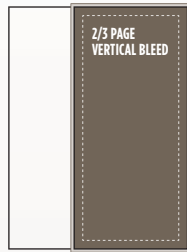
## Print Ad Sizes

Set your document up to the bleed size, keeping all images/text in the live area.



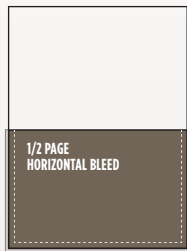
### Full Page Bleed

Bleed: 8" w x 10.75" h  
Trimmed to: 7.75" w x 10.5" h  
Live area: 7" w x 9.75" h



### 2/3-Page Vertical Bleed

Bleed: 5.166" w x 10.75" h  
Trimmed to: 4.916" w x 10.5" h  
Live area: 4.166" w x 9.75" h



### 1/2-Page Horizontal Bleed

Bleed: 8" w x 5.25" h  
Trimmed to: 7.75" w x 5.125" h  
Live area: 7.25" w x 4.875" h

## Digital Submission Guidelines

### Supplied Files Policy

American Soybean Association is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased. If any additional work is necessary or if files deviate from the size or specifications listed on this page, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission.

### Proofing Policy

We do not provide a proof for digital ads. It is understood that the files are set up as the advertiser intended, were approved prior to submission and will output as supplied.

### Submission

- Submit ad as a high-resolution PDF file.
- Due dates for ad materials are outlined in the editorial calendar on previous page.
- Email digital ad file to ASA communications manager Jordan Bright, [jbright@soy.org](mailto:jbright@soy.org).



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# American Soybean *eBean News*



## *eBean News*

Reach a key soybean audience that wants to stay informed about policy and advocacy by advertising in one of the American Soybean Association's primary communications tools, *eBean News*. This weekly electronic newsletter is delivered by email on Thursdays to about 9,000 soybean farmers, industry leaders and other soybean supporters.

*eBean News* provides information on ASA issues, legislative developments in Washington, D.C., international programs and soybean industry news. Corporate sponsorships are available in *eBean News* that allow agribusiness organizations to reach key soybean farmers and industry leaders on a weekly basis.

## Opportunities and Levels of Sponsorship

### Quarterly sponsorship of *eBean News*

- 12-week sponsorship
- Banner ad linked to your website or a specific landing page
- Sponsorship Rate
  - Top Banner Position: \$7,500 per quarter (based on availability)
  - Second Banner Position: \$6,500 per quarter (based on availability)
  - Middle Banner Position: \$5,000 per quarter

### Annual sponsorship of *eBean News*

- 46-week sponsorship
- Banner ad linked to your website or a specific landing page
- Sponsorship Rate
  - Top Banner Position: \$25,000 per year (based on availability)
  - Second Banner Position: \$21,000 per year (based on availability)
  - Middle Banner Position: \$15,000 per year

## Sponsor Benefits

- Introduce and promote your organization to key influencers.
- Enable your organization to communicate on a weekly basis with soybean industry influencers about your products and services.
- Provide your organization with the ability to heighten product awareness among soybean industry leaders.

## Banner Size and Submission

- Banner ad size is 530p x 80p.
- Banner ads may be changed monthly.
- Provide ads in a JPEG file; include appropriate web link information for the ad.
- All materials are due on the Tuesday preceding the Thursday publication date.
- Submit materials to ASA communications manager Jordan Bright, [jbright@soy.org](mailto:jbright@soy.org).



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# American Soybean Podcasts



## Podcasts

Running educational podcasts on American Soybean Association communication channels provides an opportunity to present growers with information relevant to their industry.

Topics and spokespersons should provide new information that will help growers improve farm profitability and/or enhance environmental stewardship.

Each educational podcast is promoted to an audience of about 9,000 readers of ASA's weekly electronic *eBean News*, syndicated via podcast, posted on ASA's X page, formerly known as Twitter, posted on ASA's Facebook page, and archived on ASA's website, Soygrowers.com.

Sponsor-supplied reports are subject to ASA review to ensure content delivers appropriate educational messages. Except for opening and closing sponsor recognition, the content of these podcasts is not to be used to endorse specific products/brands. Sponsors are encouraged to provide a copy of the podcast script to ASA in advance of recording.

## Sponsorship Opportunities

Four (4) Educational Podcasts of up to six (6) minutes each: \$5,000

One (1) Educational Podcast of up to six (6) minutes: \$2,000

## Benefits

- Sponsor-chosen topic and spokesperson(s)
- Sponsor recognition at opening and closing of each podcast. Suggested wording:
  - Opening: "This educational podcast from the American Soybean Association is brought to you by [sponsor name] maker of [product name]."
  - Closing: "This educational podcast is brought to you by [sponsor name]."
- Sponsor recognition and promotion of podcast topic in ASA communications.

## Promotion

Each podcast is promoted multiple times in ASA electronic communication and social media, including e-newsletters, Facebook and X, formerly known as Twitter.

## Submission

- Suggested topics and spokespersons must be provided to ASA for approval at least 30 days in advance of the podcast release.
- Sponsor-provided audio files are subject to approval by ASA and are due to ASA at least 14 days prior to podcast release.
- Sponsor-provided audio is to be submitted as an MP3 file.
- Provide a suggested title for your podcast.
- Provide a 700 x 400 image for promotion on the web, in *eBean News* and in social media.
- Send podcast-related information and materials to ASA communications manager Jordan Bright, jbright@soy.org.



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