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ABOUT ASI

In 1865, the National Wool Growers Association was formed, making it the first national livestock association in the U.S. It was this association that provided the roots for today's American Sheep Industry Association (ASI). ASI represents and advocates for American sheep producers. From east coast to west coast, ASI works to represent the interests of all producers – from backyard flocks, to pasture-raised flocks, to large range operations.

PRINT

The *American Sheep Magazine* is a quarterly print publication that reaches nearly 8,000 industry professionals. This audience includes individuals from across the industry, such as lamb producers, feeders, packers, wool buyers and processors, agricultural and livestock media, and educators—including county extension agents and sheep and wool specialists.

Ad type	Size (inches)	Rates
Advertorial *A full-page spread with article copy and ad design*	8. 5" wide x 11.125" high	$2,500/magazine
Full Page with bleed	8. 5" wide x 11.125" high	$1,700/magazine
Full Page no bleed	7.675" wide x 10.15" high	$1,700/magazine
1/2 Page horizontal Ad	7.675" wide x 4.875" high	$700/magazine
1/4th Page Ad	3.75" wide x 4.875" high	$400/magazine
Service Ad	2.45" wide x 2.35" high	$75/magazine or $250 billed annually
Breeders' Directory		$50/magazine or $150 billed annually



DIGITAL

ASI Weekly is a digital newsletter that delivers a curated blend of ASI happenings, industry news, legislative updates, and industry events straight to your inbox. This newsletter reaches more than 7,000 sheep industry stakeholders and has an average open rate of nearly 50%.

ASI Weekly Banner Ad	600 px wide x 200 px high	$250/email (limited to 3 per email)

The American Sheep Industry Association Podcast distributes monthly episodes packed with up-to-date research and practical management insights to support sheep producers across the nation. Hosted by Texas A&M AgriLife Extension specialist Dr. Jake Thorne in collaboration with industry researchers and experts nationwide, the show covers essential topics in sheep production, health, and management.

ASI Podcast Ad: $100 per 30-second ad read. Each episode has a maximum of three ads. The ad script may be read by ASI staff or a recording may be sent by the advertiser.

CONTACT

Want to advertise with ASI? Contact Morgan Young, Director of Communications at (303) 771-3500 ext. 106 or e-mail at Morgan@sheepusa.org.