

Promote Your Brand to Top Soybean Farmers using ASA's Soy Radio Newsline

The American Soybean Association is seeking sponsorships for its weekly Soy Radio Newsline audio reports that highlight ASA's farm and trade policy issues. This unique marketing opportunity provides sponsor recognition at the opening and closing of each audio report and supports greater awareness of ASA's initiatives and accomplishments that benefit U.S. soybean growers and the industry. Sponsorship of Soy Radio Newsline promotes your brand to influential farmers and leaders in agriculture who place a high value on knowledge.



Helpful Links For More Info

ASA Soy Radio Archive:

<http://www.soygrowers.com/newsroom/srn.htm>

ASA Audio Report Podcasting:

<http://feeds.feedburner.com/SoyRadioNewsline>

National Association of Farm Broadcasting:

<http://www.nafb.com/>

ASA on Twitter:

http://twitter.com/ASA_News2

For more information, contact:

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Reports are distributed nationally to members of the National Association of Farm Broadcasting for rebroadcast on local stations and regional networks, and are now conveniently available to growers via Podcast. Typically, ASA distributes four Audio Reports each per month. Each report is promoted to an audience of 12,000 readers in ASA's electronic *Weekly Leader Letter*, tweeted on ASA's Twitter page, and archived on ASA's web site SoyGrowers.com.

ASA's Soy Radio Newsline has a long history of providing the latest information about critical farm and trade policy issues that impact the U.S. soybean industry. Each interview is conducted and produced by ASA staff featuring comments from an ASA producer-leader or a spokesperson from industry or government.

Sponsorship Opportunities

- Annual (50) Reports \$20,000 (Sponsor script can be changed monthly)
- Quarterly (12) Reports \$6,000 (Sponsor script can be changed monthly)

Sponsor Benefits

- Sponsor recognition at the opening and closing of each audio report.

OPENING: News from the American Soybean Association. This report is brought to you by Sponsor Name, maker of Product Name.

CLOSING: This report is brought to you by Sponsor Name.

- Banner Ad (480 x 60 pixels, GIF or JPEG format, maximum file size 20kb static or animated), with link positioned near the top of ASA's Soy Radio Newsline web page during sponsorship period.
- Sponsor recognition and promotion of topic in ASA communications.

Sponsor script (opening and closing) and artwork/link for sponsor-provided Banner Ad are due to ASA Communications Coordinator Cassandra Langley, clangley@soy.org, 14 days prior to first sponsored report.



If you believe, belong.