



Dear Simmental/Simbrah/SimGenetics Breeders

The Texas Simmental/Simbrah Association is an enthusiastic group of cattlemen and cattlemen dedicated to advancing the beef industry through the use of SimGenetics. Your participation as a member is vital to funding advertising, promotional efforts, and stock show premiums.

We hope you will help us advance our breeds by **renewing your TSSA membership today!** We are very excited about the new Map Directory with advertising to share at Stock shows and cattle events this year. 2017 dues are only \$75.00 and membership forms are available online at www.texassimmentalsimbrah.com. Deadline of December 31, 2016 for 2017 Memberships to be included in 2017 Directory so it will be available for events like Fort Worth Stock Show in late January.

Ad space for the Map Directory and the online directory is available for purchase by contacting any of your TSSA board members. Artwork should be submitted by December 5th. If you need more time contact Webb Fields. See Map Directory section on website for more details like contacts, costs, size and artwork deadlines.

We have many exciting events coming up this year to help us promote our breed. We are posting events on the TSSA website and our new facebook page. Our monthly news will continue to be posted on the website so please continue to send us your news and sale information to reporter Diane Jolly – jollydiane@ymail.com and to Martha Garrett at hollidaco@att.net.

Save the Date: The 2017 TSSA Annual Meeting will be August 11-13th in San Antonio. The 2016 event was a great success and we have more planned for this year.

We hope you will join us in promoting SimGenetics in Texas by paying your membership dues this year. We apologize for the early membership deadline but it will bring the most value to our members by having this new Map Directory ready to use for advertising in January.

Sincerely,

Greg Burden, TSSA President

greg.circlefarms@gmail.com

NEW - 2017 Membership Map Directory

The 2017 TSSA Membership Directory will be a double sided full color fold out map of Texas. It will show all member's ranch location and it will contain complete contact information on all members. It will also be available online. To be included in the Map Directory submit your 2017 Membership before December 31, 2017. This directory will be distributed to members and at all stock shows, cattle sales, and many AgriLife events starting with Ft. Worth Livestock Show in 2017. It will also be distributed at out many of state events. Printing will occur early January. TSSA will bill you for the Ad and any requested design work.

PLEASE CHECK TSSA Website for any updates on the Directory Deadlines etc. This is our first year.

Ad Pricing and Sizing - Business card size is - \$200/ 3.5" X 2"
Half page - \$300/ 3.5" X 5" & Full panel - \$500/ 4.063" X 8.5"

Deadlines for Ad Artwork – If an ad needs to be designed, your content photos should be sent to Webb Fields by November 21st. Camera ready ads need to be submitted by December 5th. Please remember artwork and photos may be too large for email so contact Webb if you need to use another method to send. The first ad proofs will be available around Dec 12th.

Contact: Webb Fields (903)563-3260 webbfields@gmail.com

SAMPLE of Potential Layout BELOW:

This is only a sample to help select ads. It does not represent the final version design. Layout may change based on size and number of ads sold. The Map will show where ranches are located.

