

## WHAT'S NEW WITH ASTA ADVERTISING



ASTA's old Web site only featured advertisements on the homepage. On the new Web site advertisements are featured throughout the Web site, not just on the homepage. There are three spots having the capability to rotate up to eight advertisements. This gives multiple companies increased exposure on the Web site.

To sign up for ad space, please complete the Advertising Reservation Form and return to ASTA.

## ADVERTISE WITH ASTA

### American Spice Trade Association

1101 17th Street NW, Suite 700  
Washington, DC 20036

Phone: 202-331-2460

Fax: 202-463-8998

E-mail: [info@astaspice.org](mailto:info@astaspice.org)



## ADVERTISE WITH ASTA

ASTA can help you get in front of your target audience. Gain exposure through advertising in one of our monthly e-Newsletters or advertising on the ASTA Web site.

Questions?

Contact Meegan Kavanaugh  
at [info@astaspice.org](mailto:info@astaspice.org) or  
202-331-2460.

**24**

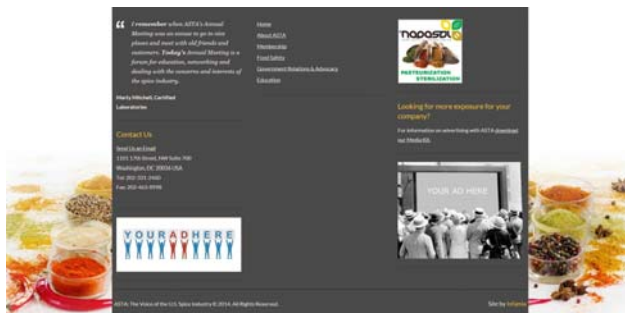
The number of issues of ASTA Advocate/  
FYI ASTA produced each year

**3,000**

The average number of hits to the ASTA  
Website each month

**188**

Member Companies



# Advertise with ASTA

## About ASTA

The American Spice Trade Association is a trade association that represents the U.S. spice industry. It was founded in 1907 and represents the interests of approximately 188 members including companies that grow, dehydrate, and process spices. ASTA's members include U.S. based agents, brokers and importers, and companies based outside of the U.S. that grow spices and ship them to the U.S. and other companies associated with the U.S. spice industry. ASTA members manufacture and market the majority of spices sold in the U.S. at retail and to food processors.



## Web Site Advertising

The ASTA Web site is accessible to members and non-members. On average, the ASTA Web site receives nearly 3,000 hits each month, and marketing your company on the ASTA Web site is a cost-effective approach to drive traffic to your site.

All Web site advertising **rates are based on quarterly subscriptions**. Links, logos, or banner ads purchased during a specific quarter will only be available for that quarter unless renewal is requested.

### Rates:

- Logo/link
- Logo/link/description
- Banner Ad

Member \$300/Non-Member \$2,100  
Member \$600/Non-Member \$2,400  
Member \$900/Non-Member \$2,700

## Newsletter Advertising

ASTA sends two monthly e-newsletters to its members each month. The *ASTA Advocate* is filled with important information on legislation and federal agency news. *FYI ASTA* covers the spice industry and ASTA.

Advertising space is limited per issue. *ASTA Advocate*/*FYI ASTA* is available for sponsorship on a first-come, first-served basis. *ASTA Advocate* is sent to members in the middle of the month and *FYI ASTA* is sent to members at the end of the month. Discounted rates apply to the purchase of consecutive issues in *ASTA Advocate* or *FYI ASTA*.

### Rates:

- 1 Time
- 6 Times
- 12 Times

Member \$100/Non-Member \$1,900  
Member \$500/Non-Member \$2,300  
Member \$900/Non-Member \$2,700

