



2024 ASA, CSSA, SSSA

Media kit

Catalyst to engage certified crop advisers, agronomists, and researchers in agronomy, crop, and soil science.

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Contact

sales@sciencesocieties.org

JULY-AUGUST 2023

CROPS & SOILS

The magazine for certified crop advisers, agronomists, and soil scientists.

It's All Hands on Deck in the Battle Against Herbicide-Resistant Weeds

PAGE 4



Crops & Soils magazine



Soil Acidity, Not Soil Balancing, Affects Yield
PAGE 18



Soil Health and Greenhouse Gases in Dairy
PAGE 14



Nematode Management in Pacific Northwest Potatoes
PAGE 44



Regulating Plant Growth in Cotton
PAGE 38

Welcome

Certified crop advisers, agronomists, and soil scientists turn to *Crops & Soils* magazine for the information they need. Published by the American Society of Agronomy, *Crops & Soils* magazine focuses on solutions to the daily challenges facing those working in the field. Our certified professionals are the best in the field by taking certification and continuing education provided through *Crops & Soils* magazine. That's why they're the ones farmers trust for advice on products and equipment. And, they're an influential group, representing \$13 to \$65 billion in sales revenue!

New content published regularly

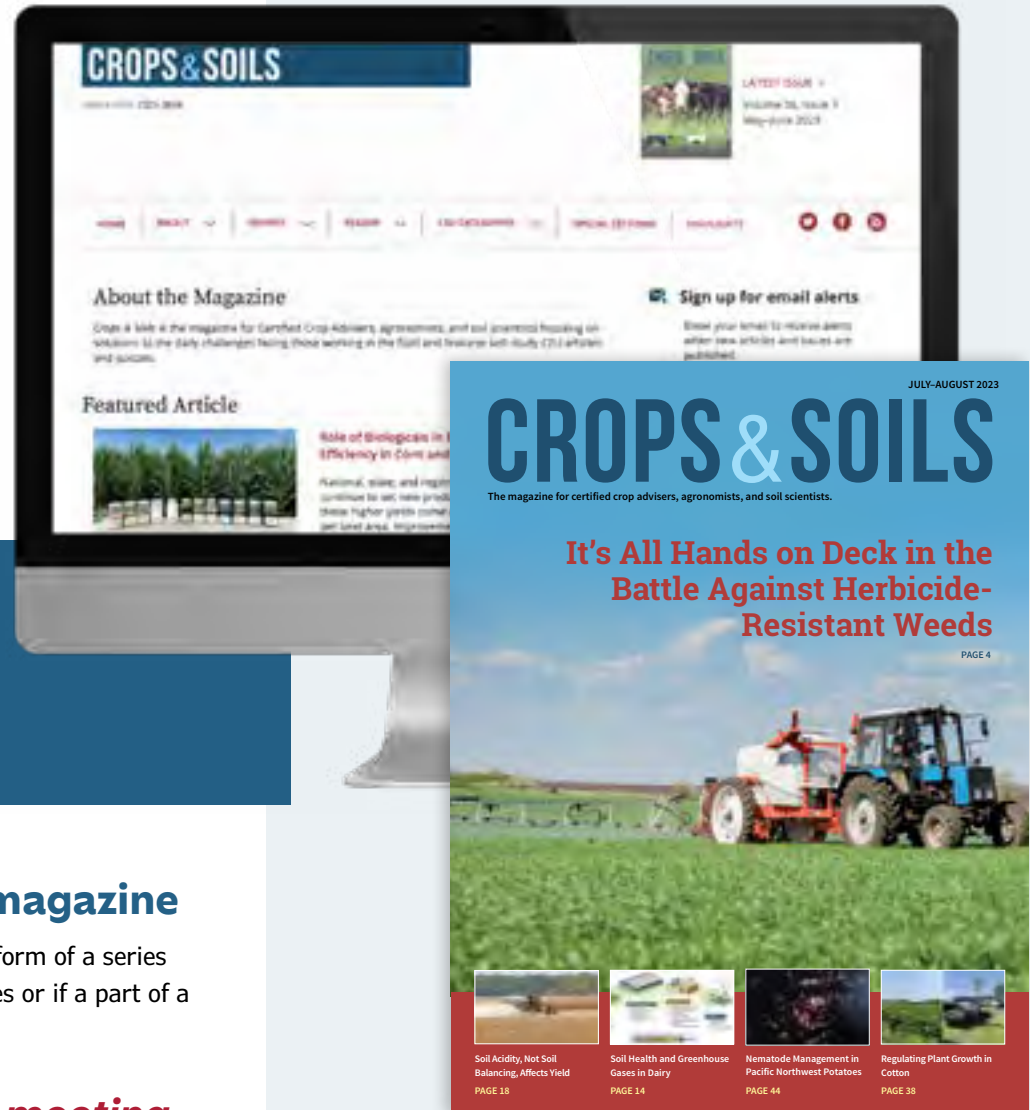
Crops & Soils magazine is published six times a year in print, once a month as an e-newsletter to all *Crops & Soils* readers, and a couple times a month via the website.

Advertorial/article series — *Crops & Soils* magazine

Present up-to-date agronomic practices, principles, and technologies in the form of a series of articles or advertorials. Pricing varies based on number and size of articles or if a part of a customized advertising package.

“#1 way to reach CCAs is to support them in meeting their professional development (CEU) goals!”



—CCA Professional



Reader profile

Crops & Soils magazine readers are Certified Crop Advisers (CCAs), Certified Professional Agronomists (CPAg), and Certified Professional Soil Scientists (CPSS). They specify, recommend, or influence the purchase of millions of dollars of crop inputs and agriculture equipment each year. They're the audience you want to reach—the experts that growers trust.

They are loyal

 <p>62%</p>	 <p>23%</p>
<p>Read every print issue</p>	<p>Read between 3 to 5 issues/year</p>

75% Rate *Crops & Soils* magazine as the top-rated or second best industry magazine and use the magazine content in their jobs.

74% Specify or recommend products and services to clients and customers



They are influential

Top 8 list of products specified or recommended:

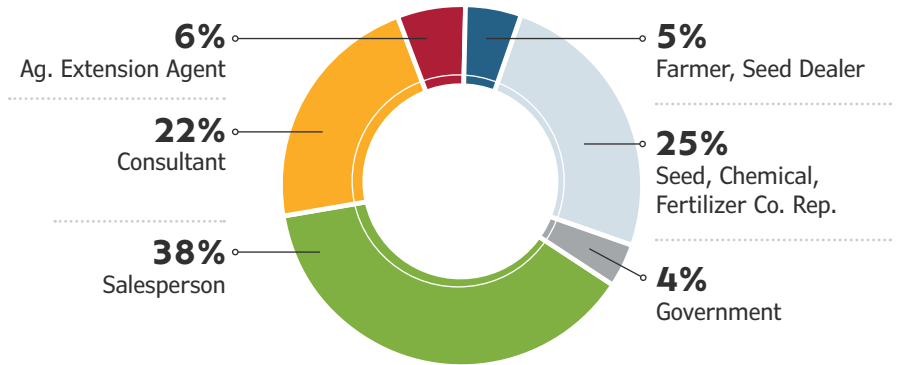
- | | |
|---|---|
| 1 Chemicals or fertilizers | 5 Seed treatment systems |
| 2 Seeds | 6 Tilling and harvesting equipment |
| 3 Herbicides and spray equipment | 7 Farm equipment and machinery |
| 4 Consulting services | 8 Watering equipment and testing devices |

Most specify, recommend, approve, purchase, or influence between \$1 and \$5 million in products and services every year.

Distribution

Crops & Soils magazine reaches more than 13,500 CCAs, CPAg's, and CPSS's in both print and digital forms, but the reach is far greater. The ASA estimates that CCAs directly or indirectly impact 65% of all crop production acres nationwide. Additionally, nearly 6,000 ASA members and students have access to digital content. In addition, there is a bonus distribution at numerous conferences each year including the International Annual Meeting of ASA, CSSA, and SSSA; Commodity Classic; Ag Media Summit; Ag Retailer Association Annual Conference; and the National Association of Farm Broadcasters Annual Convention.

Employment type



The numbers

19,000 Total circulation (print and web)

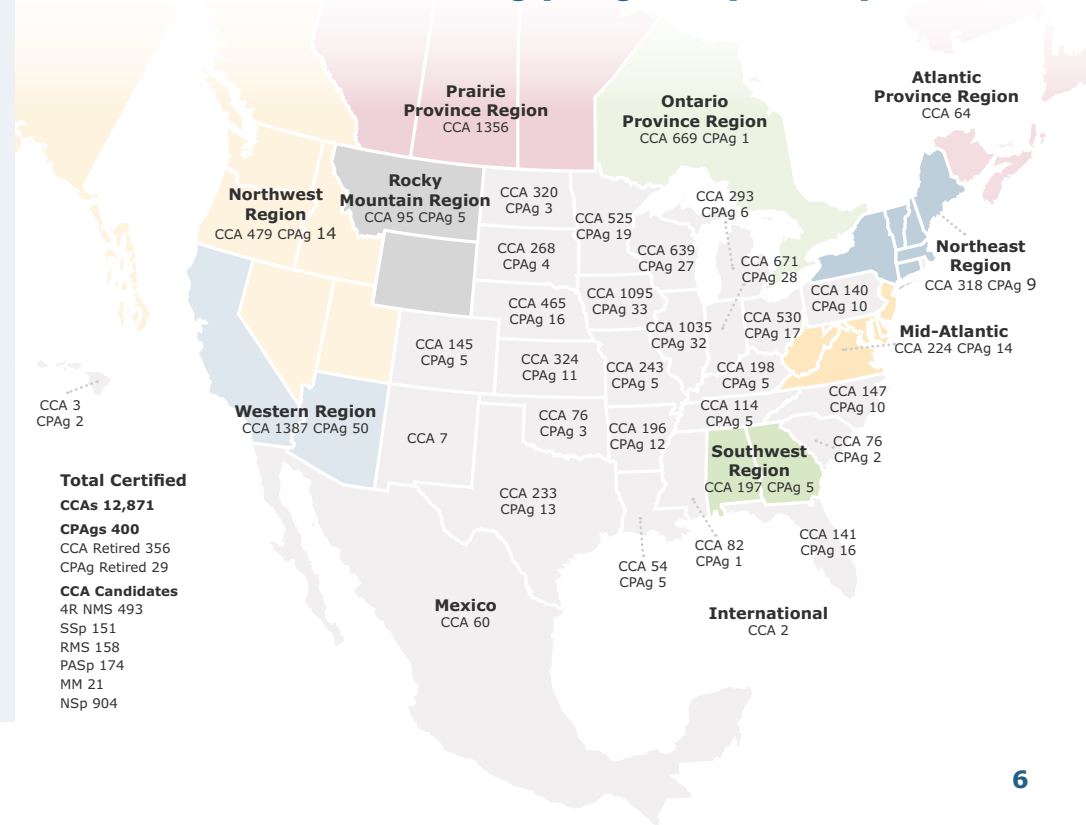
13,500 Print circulation

65 Articles/year

12 Emails/year, once a month

6 Print issues/year

2023 CCA and CPAg program participants



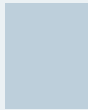



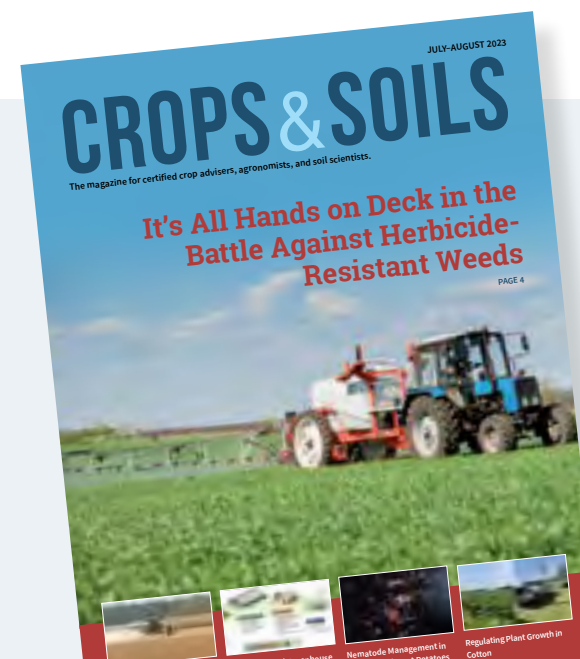
Editorial calendar and deadlines 2024

Issue	Ad artwork due	Topics
Jan-Feb	Dec. 8, 2023	How pipeline installations impact agricultural fields and landowners Understanding corn’s past to help next season’s hybrid selection Cover crops support microbial diversity Heat stress in canola Winter wheat response to winter pea cover crop under dryland cropping Manure, environmental impact, and soil health
Mar-Apr	Feb. 1, 2024	Soil fertility, fertilizers, and crop nutrition: Part 1 UAS for precision agriculture Soil sampling grid size considerations for site-specific nutrient management CCA Conservationist of the Year The influence of soil core sample Soil pH and nutrients Sulfur and alfalfa Effect of urease and nitrification inhibitors on urea N use efficiency, N ₂ O emissions and/or yields in western Canada Building trust in AI farming tools
May-June	Apr. 5, 2024	Soil fertility, fertilizers, and crop nutrition: Part 2 Revisiting soil test phosphorus values for optimizing corn production Field and regional scale impacts of regenerative agricultural practices In-furrow vs foliar insecticide applications to control sugarcane aphid in grain sorghum Irrigation scheduling and timing for cotton, peanut, corn, and soybean
July-Aug	Jun. 7, 2024	Soil fertility, fertilizers, and crop nutrition: Part 3 Adding diversity to corn–soybean rotations in the Corn Belt Should seeding rates change with current corn hybrids? Examining seed planting depth in corn and soybeans
Sept-Oct	Aug. 4, 2024	Harvest Moistures vs. test-weight
Nov-Dec	Sept. 27, 2024	TBD Winter seed production

Print: spec and rate card

Mechanicals: print

<p>Full page bleed 8 7/8 x 11 3/8 in</p> <p>Trim Size 8 3/8 x 10 7/8 in</p>	<p>2-page spread bleed 17 1/4 x 11 3/8 in</p> <p>Trim Size 16 3/4 x 10 7/8 in</p>	<p>Full page (no bleed) 7 3/8 x 9 7/8 in</p>	
			
<p>1/2 page vert. 3 3/8 x 9 1/2 in</p>	<p>1/2 page hor. 7 x 4 1/2 in</p>	<p>1/4 page vert. 3 3/8 x 4 1/2 in</p>	<p>1/4 page hor. 4 1/2 x 3 2/5 in</p>



- Live area of bleed page ads is 7 7/8 x 10 3/8 in.
- Place all graphics and text at least 1/2 in from the edge of the ad.
- Bleeds should extend 1/4 in beyond the page (trim) edge.

Please include crop marks.

Rate card: Print

Contact sales@sciencesocieties.org for more information on unique placements

Frequency	2-page spread	Back cover	Inside front cover	Inside back cover	Inside 1 page	Inside 1/2 page	Inside 1/4 page
1x	\$6,240	\$3,900	\$3,588	\$3,120	\$3,120	\$2,028	\$1,092
3x	\$17,784	\$11,115	\$10,227	\$8,892	\$8,892	\$5,781	\$3,111
6x	\$34,446	\$21,528	\$19,806	\$17,220	\$17,220	\$11,196	\$6,030

CSA News magazine



Welcome

Each month, agronomists, crop scientists, soil scientists, and environmental scientists turn to *CSA News* magazine for the latest research, perspectives, career and education opportunities, and Society news—people, meetings, publications, science policy, students, and more. *CSA News* magazine is the official magazine for members of the ASA, CSSA, and SSSA.

Featured advertising options for 2024

Polybagged issues

Bellybanded issues

Postcard inserts

Advertorial/article series — *CSA News* magazine

Present up-to-date agronomic practices, principles, and technologies in the form of a series of articles or advertorials. Pricing varies based on number and size of articles or if a part of a customized advertising package.

Connect with experts in the fields of agronomy, crop science, and soil science by leveraging the power of CSA News—a highly valued membership perk!



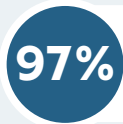
Reader profile

Readers of *CSA News* work to feed and sustain the world through the production and management of food, feed, fiber, fuel, and pharmaceutical crops. They do this while maintaining and improving the environment, as well as, working on issues related to environmental quality, ecosystem substitutability, bioremediation, waste management recycling and wise land use.

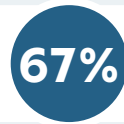
Highly read



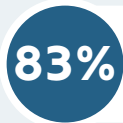
CSA News magazine is the top-rated benefit of membership in ASA, CSSA, and SSSA



Read the magazine

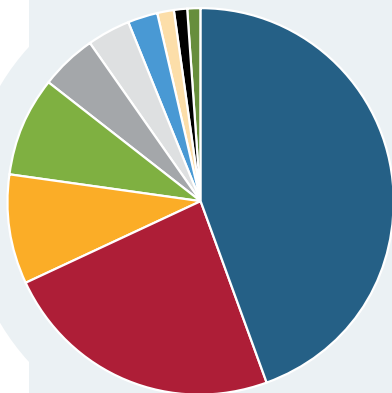


Read every issue



Are very satisfied or satisfied with the content they receive in *CSA News*

Job functions

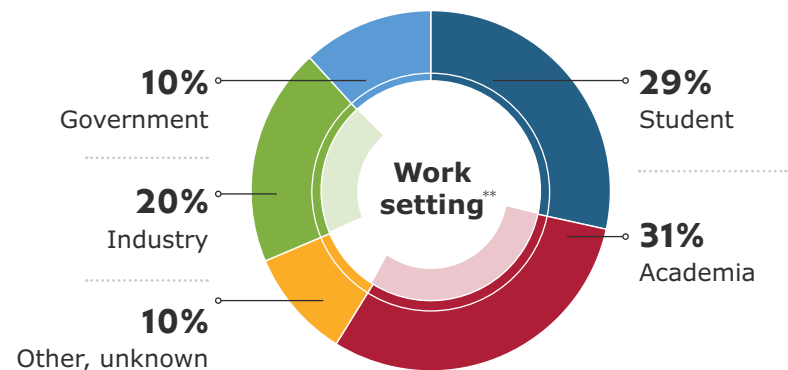
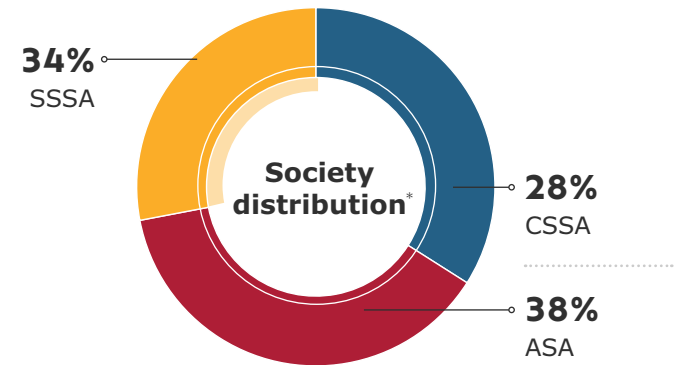
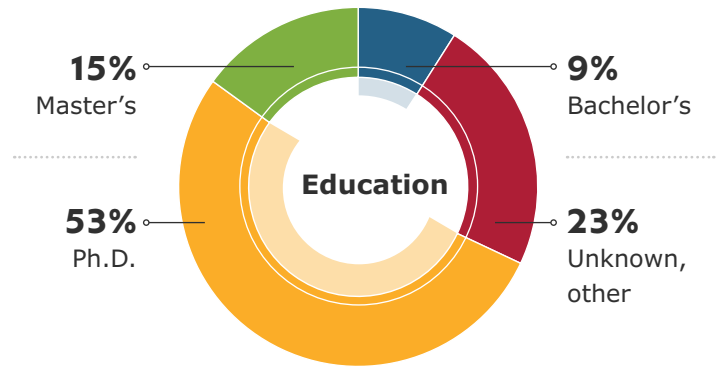


- **44.5%** Research
- **23.8%** Other, unknown
- **9.0%** Teaching
- **8.5%** Consulting
- **4.7%** Management, administration
- **3.5%** Extension
- **2.4%** Technical information service
- **1.5%** Sales
- **1.1%** Field representative
- **1.0%** Soil survey

Reader demographics

Individual members

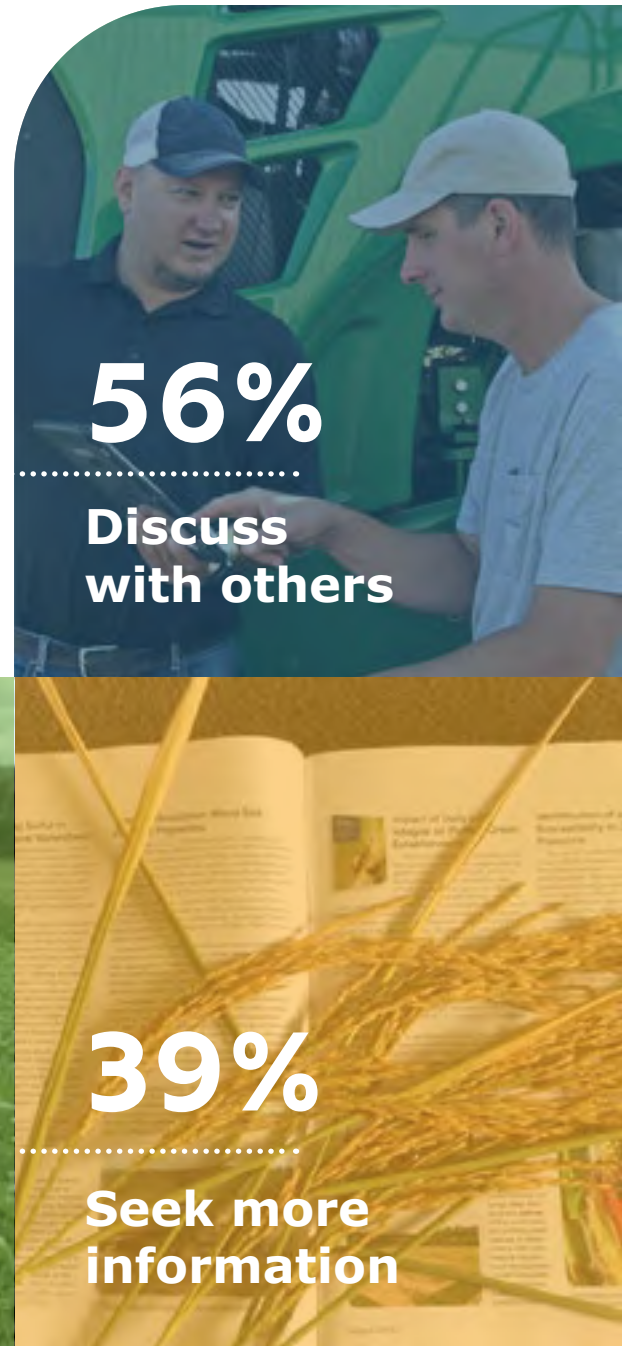
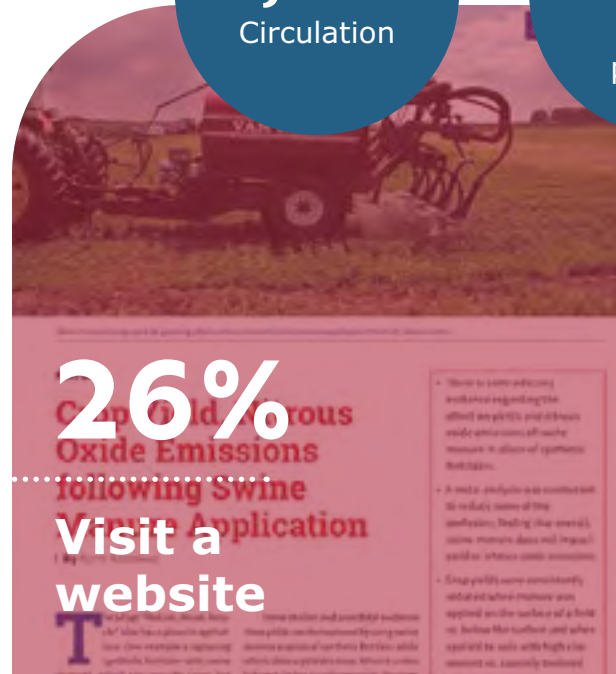
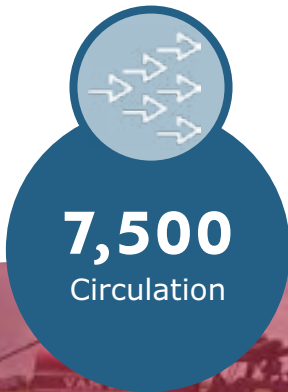
8,400+



* Members may belong to more than one Society.
 ** "Student" includes doctoral, master's, and bachelor's degree candidates

Distribution

The print issue of *CSA News* magazine reaches 7,500+ members of the American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America, but its impact is far greater. Items seen or read and *CSA News* magazine have resulted in 56% discussing it with others, 39% seeking more information, 26% visiting a website, and 23% passing an issue along to others. Bonus Distribution: ASA, CSSA, SSSA Annual Meeting and Sustainable Agronomy Conference.



Editorial calendar and deadlines 2024

Issue	Ad artwork due	Topics
Jan <i>mails Jan. 10</i>	Nov. 22, 2023	Wildfires and soil carbon loss High-throughput phenotyping on a budget
Feb <i>mails Feb. 10</i>	Dec. 22, 2023	Machine learning in agriculture theses and dissertations 2023 ASA, CSSA, SSSA Annual Meeting highlights
Mar <i>mails Mar. 10</i>	Jan. 23, 2024	Soil protein: a key indicator of soil health and nitrogen management COVID-19 forced rapid changes in education, but which changes should we keep? Membership milestones Society elections Abstracts open for 2024 ASA, CSSA, SSSA Annual Meeting
Apr <i>mails Apr. 10</i>	Feb. 23, 2024	Microbiome Part 1: current trends, tools, and applications in food and agriculture How to grow the world’s most expensive spice Lead in urban soils
May <i>mails May 10</i>	Mar. 25, 2024	Microbiome Part 2: current trends, tools, and applications in food and agriculture Journals name outstanding editors, reviewers Small grain crops in Alaska
June <i>mails June 10</i>	Apr. 24, 2024	Plenary speaker announcement for 2024 ASA, CSSA, SSSA Annual Meeting
July <i>mails July 10</i>	May 22, 2024	World Food Prize winner
Aug <i>mails Aug. 10</i>	June 24, 2024	Recap of the 2024 SSSA Bouyoucos Summer Conference
Sept <i>mails Sept. 10</i>	July 24, 2024	Preview of the 2024 ASA, CSSA, SSSA Annual Meeting
Oct <i>mails Oct. 10</i>	Aug. 23, 2024	Awards and Fellows
Nov <i>mails Nov. 10</i>	Sept. 25 2024	TBD
Dec <i>mails Dec. 10</i>	Oct. 23, 2024	TBD

Subject to change and does not include all articles to be published

Spec and rate card: print

Mechanicals: print

<p>Full page bleed 8 7/8 x 11 3/8 in</p> <p>Trim size 8 3/8 x 10 7/8 in</p>	<p>2-page spread bleed 17 1/4 x 11 3/8 in</p> <p>Trim size 16 3/4 x 10 7/8 in</p>	<p>Full page (no bleed) 7 3/8 x 9 7/8 in</p>	
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- Bleeds should extend 1/4 in beyond the page (trim) edge.

Please include crop marks.

Rate Card: print

Contact sales@sciencesocieties.org for more information on unique placements

Frequency	2-page spread	Back cover	Inside front cover	Inside back cover	Inside 1 page	Inside 1/2 page	Inside 1/4 page
1x	\$5,900	\$3,688	\$3,393	\$2,950	\$2,950	\$1,918	\$1,033
6x	\$5,605	\$3,504	\$3,223	\$2,802	\$2,802	\$1,822	\$981
12x	\$5,428	\$3,393	\$3,122	\$2,714	\$2,714	\$1,765	\$950



Digital opportunities

Monetization of ad retargeting

What is ad retargeting?

Have you ever looked at a tractor online, or a potential vacation spot, and then for the next couple weeks you notice ads for that same tractor or that same vacation spot seem to be following you around the internet? That's ad retargeting.

Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news on The Wall Street Journal. As visitors move about the internet, partner sites will host your ads to the pages they visit, keeping you, your company and your products or services top of mind over time.

- ✓ Reconnect with target audience
- ✓ Increased exposure of products/services
- ✓ Deepen customer appreciation of your brand

Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to our Certified Crop Advisers, Membership, and our websites' visitors, retargeting them to your company's ads that will showcase your brand, anywhere they visit online.

Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with our uniquely qualified audience that will showcase your business to those who need you the most.

Intelligent marketing starts here

Guaranteed digital reach with every attendee and website visitor.

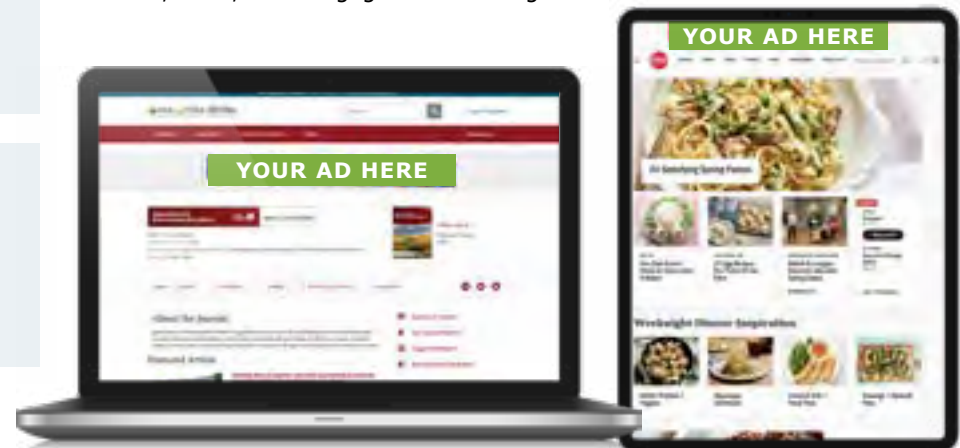
Impressions	Cost
10,000	\$2,500
20,000	\$5,000
50,000	\$7,500

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

Your ad viewed on our platforms:

- Certified Crop Advisers
- ASA, CSSA, SSSA Membership
- ASA, CSSA, SSSA Engagement: At Large

Your ad retargeted on other sites visited by the viewer.



E-newsletters

Crops & Soils e-newsletter

Distributed monthly (12X Annually)

Sent to more than 15,000 certified professionals, American Society of Agronomy members, and students to inform them of the latest content posted to the *Crops & Soils* magazine website.

Current distribution

15,000+

Average impressions

14,000+

The Adviser e-newsletter

Bi-monthly distribution (6X Annually)

The official e-newsletter of the Certified Crop Adviser (CCA) program. Sent to more than 11,000 CCAs detailing program updates and the latest professional and continuing education opportunities. **(Exclusive Placement)**

Current distribution

11,000+

Average impressions

9,500+

News Flash e-newsletter

Monthly distribution (12X Annually)

The Societies bi-weekly electronic newsletter that highlights updates and news exclusively for members.

Current distribution

8,000+

Average impressions

2,500+

Digital opportunities: spec and rate card

Crops & Soils e-newsletter

Leaderboard 645 x 80px
Button 300 x 250px
Text Ad *Size and Pricing TBD
(based on availability and content request)

The Adviser e-newsletter

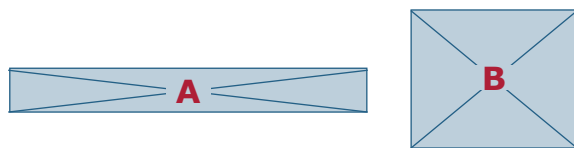
Leaderboard 645 x 80px
 plus ~20 words of copy in body of e-newsletter
\$3,500

News Flash e-newsletter

Leaderboard 645 x 80px
 plus ~20 words of copy in body of e-newsletter
\$3,000
(based on availability and content request)

Crops & Soils e-newsletter:

Position A (leaderboard)
E-newsletter: 645 x 80px
Position B (button)—300 x 250px



Placement	Frequency	Position	Cost
Crops & Soils monthly e-newsletter	1x	A (leaderboard)	\$3,000
		B (button)	\$2,500
The Adviser bi-monthly e-newsletter	1x	A (leaderboard)	\$3,500

All invoices for electronic ads will include impression/clickthrough data.

Webinars

2024 Sustainable Agronomy Conference virtual event series

July 2024

Visibility in front of certified professional advisers and growers! The strategies, principles, and systems approach to on-farm planning that will be discussed during the conference will advance the implementation of sustainable practices in production agriculture. Along with keeping the cost of registration down, your sponsorship would allow us to bring in a dynamic and influential group of experts to create a robust program and platform for learning.

A base, \$5,000 sponsorship includes the following:

- Company logo and name on conference website
- 8 weeks of promotion and visibility
- 1 Sustainable Agronomy Conference registration
- Sponsor recognition on meeting program
- Sponsor recognition in social media posts: pre- and post-conference (Facebook and X)
- Sponsor recognition in conference ad in *Crops & Soils* magazine
- Thank you recognition on pre- and post-conference promotions (i.e., 5 direct emails to a targeted marketing list of ASA members and Certified Crop Advisers)

Estimated virtual attendance: **3000+**

Webinar sponsorship

Our members, certified professionals, and academic connections allow the ASA and SSSA to be the foremost provider of professional development webinars in the fields of agronomy, soil science, and agriculture. Put your organization’s logo and agronomic or agribusiness topic in front of industry influencers, including our certified professionals. Our targeted marketing reaches out to over 21,000 individuals related to agriculture.

The webinar’s message will be customized to your request! Full sponsorship would allow us to provide registration at no cost to ensure your organization and brand receive maximum exposure.

- 45-60 minutes, live
- Hosted registration page pre- and post-event
- Advertising space in the featured well of our homepage 1-2 months pre-webinar *[certifiedcropadviser.org](#), [agronomy.org](#), [crops.org](#), [soils.org](#)
- Invitation e-blasts (directly to all CCAs) 2 per webinar
- Inclusion in The Adviser e-newsletter
- Webinar recording available on-demand

Full sponsorship \$10,500

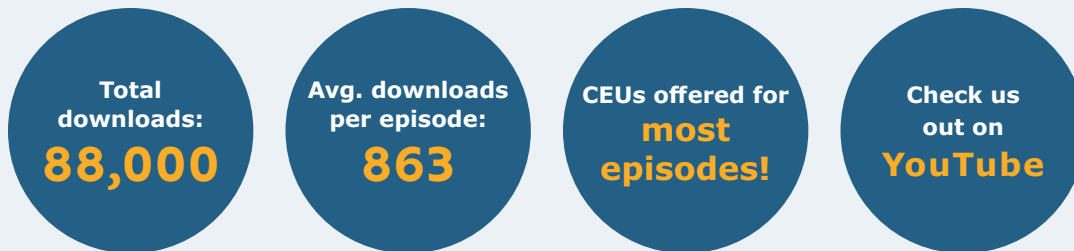
- Discounts will be given for multi-webinar or series packages
- Partial sponsorships are available if partnering with other organizations



Podcasts

Podcast sponsorship

Field, Lab, Earth is the podcast all about past and present advances in the fields of agronomic, crop, soil, and environmental sciences. Produced by the ASA, CSSA, and SSSA, it features timely research and conversations with our authors and is always freely available.



Rate card: Podcast sponsorship

Frequency	Cost
Individual episode	\$300 per episode
Full year	\$250 per episode
Bonus "specialty topic" episodes	\$350 per episode



ASA, CSSA, and SSSA Annual Meeting

Nov 10-13, 2024, San Antonio, Texas

The ASA, CSSA, and SSSA are coming together to ignite the ultimate gathering of ideas, solutions, and innovation in the realm of environmental sciences. Brace yourself for our Annual Meeting - a dynamic blend of science, networking, collaboration, and pure camaraderie that promises to set your passion for agronomy, crop, and soil sciences ablaze! We extend a warm welcome to emerging learners and leaders hailing from industry titans, government agencies, and esteemed academic institutions. Join us as we embark on an exhilarating journey through the cutting-edge advances in our fields!

Don't miss this opportunity to:

Build brand awareness | Collect high-quality sales leads
Launch new products and services | Cultivate customer relationships | Expand your customer base to the next generation

Sponsorship options:

Diamond – \$20,000+

Bronze – \$5,000+

Gold – \$10,000+

Exhibitors – \$2,200+

Silver – \$7,500+

Sponsorship opportunities

Sponsorship opportunities

Sponsorship dollars spent in total receive the corresponding extra benefits highlighted below.

Benefits included at each level	Sponsorship level				
	Diamond \$20,000+	Gold \$10,000+	Silver \$7,500+	Bronze \$5,000+	Exhibitors \$2,200+
Exhibit hall					
10' x 10' Booth (premium, corner, inline)	X	X	X	X	X
8'-high draped back wall, 3'-high draped sidewalls	X	X	X	X	X
6' skirted table and 2 contour chairs (per exhibiting company)	X	X	X	X	X
Booth identification sign	X	X	X	X	X
Included ASA, CSSA, SSSA Annual Meeting registrations	8	4	3	2	2
Listing on ASA, CSSA, SSSA Annual Meeting website	X	X	X	X	X
Publication					
Full-page 4C ad in society publication of your choice	X				
Pre- and post-show attendee mailing lists	X	X			

Continued on next page.

Benefits included at each level	Sponsorship level				
	Diamond \$20,000+	Gold \$10,000+	Silver \$7,500+	Bronze \$5,000+	Exhibitors \$2,200+
Branding					
Premium signage	X				
Recognition at opening keynote	X				
Logos on signs through-out meeting	X	X	X	X	
Company name and logo on ASA, CSSA, SSSA Annual Meeting website	X	X	X	X	
Thank you recognition in e-newsletter	X	X	X	X	X
Mobile app ad of choice (banner, footer, tower)	X	X	X		
Attendee cash drawing	X				



Exhibitor portal

For access to all Annual Meeting exhibit information visit our Exhibitor Portal and create an account to:

- Complete your contract
- View a checklist to know what you've submitted and when items are due
- View floor plans and helpful tools such as the Service Kit
- Access all the up-to-date information you'll need to exhibit!

acsmeetings.org/exhibitors-portal



Wiley Online Library

Welcome

ASA, CSSA, and SSSA controls the advertising placements on the Wiley Online Library platform.

The main hub page is located at <https://access.onlinelibrary.wiley.com/>

- Specifications and illustrations of each are on the following page.
- Electronic ads are placed on a calendar monthly basis generally two weeks before the end of each month
- A list of all ad placement locations is on page 27.
- Wiley can segment ad placement by journal and can run multiple ads in rotation within the same placement
- As a standard, Wiley will render one ad within the given placement so that the same ad appears on every page associated with the specific publication. (For example, an ad placed on the CSA News hub page will appear on all CSA News web pages.)

Featured advertising options for 2024

- Publications Hub Page: Only page featuring our journals, books and magazines in one place on the Wiley Online Library

leaderboard
ad placement



right rail
ad placement



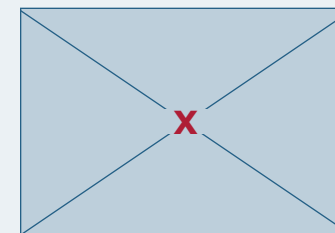
Spec and rate card

Digital ad specifications

There is leaderboard ad placement (size: 728 x 90px) for each journal page (top page of the page on Wiley Online Library)



There are rectangular ad placements (size: 300 x 250px) for each journal page (right rail of the page)



Format: JPEG is the preferred format. Other acceptable formats are: GIF, PNG, and SWF. Interlaced and non-interlaced files are acceptable, as are animated files. No flash files allowed.

Please provide hyperlinks to associate with each digital ad

Rate card

Email sales@sciencesocieties.org for more information on unique placements

Placement	Frequency	Position	Cost
Per publication (See list on page 27)	Monthly	Leaderboard	\$750
		Right rail	\$500
Main hub page	Monthly	Leaderboard	\$950



Digital ad locations

ACCESS WOL web ad placements publication

Publication	Publication type	Ad location
<i>CSA News</i>	Magazine	Leaderboard
<i>CSA News</i>	Magazine	Right rail
<i>Crops & Soils</i>	Magazine	Leaderboard
<i>Crops & Soils</i>	Magazine	Right rail
Agricultural & Environmental Letters	Journal	Leaderboard
Agricultural & Environmental Letters	Journal	Right rail
Agrosystems, Geosciences & Environment	Journal	Leaderboard
Agrosystems, Geosciences & Environment	Journal	Right rail
Agronomy Journal	Journal	Leaderboard
Agronomy Journal	Journal	Right rail
Crop, Forage & Turfgrass Management	Journal	Leaderboard
Crop, Forage & Turfgrass Management	Journal	Right rail
Crop Science	Journal	Leaderboard
Crop Science	Journal	Right rail
Journal of Environmental Quality	Journal	Leaderboard

Publication	Publication type	Ad location
Journal of Environmental Quality	Journal	Right rail
Journal of Plant Registrations	Journal	Leaderboard
Journal of Plant Registrations	Journal	Right rail
Natural Sciences Education	Journal	Leaderboard
Natural Sciences Education	Journal	Right rail
Soil Science Society of America Journal	Journal	Leaderboard
Soil Science Society of America Journal	Journal	Right rail
The Plant Genome	Journal	Leaderboard
The Plant Genome	Journal	Right rail
The Plant Phenome Journal	Journal	Leaderboard
The Plant Phenome Journal	Journal	Right rail
Urban Agriculture & Regional Food Systems	Journal	Leaderboard
Urban Agriculture & Regional Food Systems	Journal	Right rail
Vadose Zone Journal	Journal	Leaderboard
Vadose Zone Journal	Journal	Right rail



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