

2026 ASA, CSSA, SSSA Media Kit

Catalyst to engage Certified Crop Advisers,
agronomists, and researchers in agronomy,
crop, and soil science.



Contents

<i>Crops & Soils magazine</i>	3
Reader profile	4
Distribution	4
<i>CSA News magazine</i>	5
Reader profile	6
Distribution	6
<i>Digital opportunities</i>	7
Webinars	7
Programmatic retargeting	8
E-newsletters	9
Spec and rate card	10
Podcasts	12
<i>Sponsorship opportunities</i>	13
CANVAS annual meeting	13
<i>Publications Online Library</i>	14
Digital ads	15
<i>Corporate membership</i>	16
<i>Advertising insertion form</i>	17

**For more information,
contact:**
Michelle Wescott
advertising@sciencesocieties.org
301-850-1043



Crops & Soils Digital Magazine

For years, Certified Crop Advisers (CCAs), Certified Professional Agronomists (CPAg), and Certified Professional Soil Scientists (CPSSs) have turned to Crops & Soils magazine for the information they need. The magazine focuses on solutions to the daily challenges facing those working in the field. Our readers are the audience you want to reach - the experts that growers trust. New articles are posted online regularly with issues emailed directly to readers every month. Content is grouped by region, topic, year, and issue, and the robust search function allows readers to find what they're looking for - fast! All content is freely available with no log in required.

Advertising Options

- Leaderboard (top) - \$1,500
- Medium rectangle - \$1,000
- Leaderboard (mid-page) - \$1,000

**New content
published regularly**
Crops & Soils magazine
publishes new articles
every month.

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

—CCA Professional



Crops & Soils Readers and Numbers

Crops & Soils magazine readers are Certified Crop Advisers (CCAs), Certified Professional Agronomists (CPAGs), and Certified Professional Soil Scientists (CPSSs). 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

85%

Read between half and all of the *Crops & Soils* issues published each year.

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

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

Top 8

products specified or recommended:

- Seeds
- Consulting services
- Chemicals or fertilizers
- Seed treatment systems
- Herbicides and spray equipment
- Tilling and harvesting equipment
- Farm equipment and machinery
- Watering equipment and testing devices

Employment type

13% Salesperson

34% Industry

34% Consultant

3% Ag. Extension Agent

5% Farmer, Seed Dealer

5% Government

2025 CCA and CPSS program participants

Total Certified

12,053

CCAs

575

CPSSs





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!



CSA News Digital Magazine

Agronomists, crop scientists, soil scientists, and environmental scientists for years have turned to *CSA News* for the latest research, perspectives, and career and educational opportunities. *CSA News* is the official magazine for members of ASA, CSSA, and SSSA and posts new articles online every week with issues emailed directly to readers each month. Content is grouped by topic, year, and issue, and the robust search function allows readers to find what they're looking for - fast! All content is freely available with no log in required.



The Numbers

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 one of the top-rated benefits of membership in ASA, CSSA, and SSSA



Distribution

CSA News magazine reaches 8,000+ 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 in *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.

**Numbers are based on historical print publications.*

Job functions



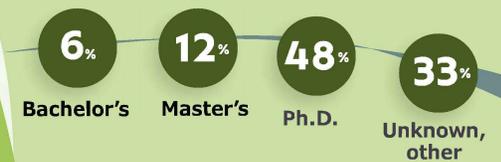
Dissemination



Reader demographics

Individual Members
8,000+

Education



Society distribution



Work setting**



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

Webinar Sponsorships

Position your organization in front of industry influencers and certified professionals. Our targeted marketing reaches out to over 21,000 individuals related to agronomy, crop and soil sciences from lab and classroom through to field.



Educational Webinars

\$5,000

Allow learning to take center stage with our educational webinars. Approved for CCA Continuing Education Units, these webinars will focus on the science and/or its application providing educational information for the participant. They will not market products or services.

- The sponsor will work with society staff to choose the topic and select speakers. Society staff will control all content adoption.
- The sponsor's logo will appear on all promotional materials prior to the webinar.

Advertiser Sponsored Webinars

\$10,000

Build your company's brand and create a new source of leads with our advertiser-sponsored webinars. These webinars will not provide CCA Continuing Education Units, but will help your company reach existing audiences and attract new ones.

- Sponsor works with society staff to choose topic and select speakers
- Sponsor logo on all promotional materials
- 2-minute sponsor video to be shown at the beginning of the webinar
- Sponsor will receive a list of attendees following the webinar



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, members, 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 was 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.



agronomy.org
crops.org
soils.org





E-newsletters

Crops & Soils e-newsletter

Distributed monthly (12X Annually)

Sent to more than 14,000 certified professionals and students to inform them of the latest content posted to the *Crops & Soils* magazine website.

Current distribution

14,000+

CSA News e-newsletter

Distributed monthly (12X Annually)

Sent to 8,000 members of ASA, CSSA, and SSSA—researchers, scientists, professionals, and students—to inform them of the latest content posted to *CSA News* magazine website.

Current distribution

7,500+

The Adviser e-newsletter

Bi-monthly distribution (6X Annually)

The official e-newsletter of the Certified Crop Adviser (CCA) program. Sent to more than 12,000 CCAs detailing program updates and the latest professional and continuing education opportunities. (Exclusive Placement)

Current distribution

12,000+

News Flash e-newsletter

Monthly distribution (12X Annually)

The Societies monthly electronic newsletter that highlights updates and news exclusively for members.

Current distribution

7,500+



Digital Opportunities: spec and rate card

Crops & Soils e-newsletter

Leaderboard 600 x 80px

Medium Rectangle 250 x 200px

Text Ad *Size and Pricing TBD

(based on availability and content request)

CSA News e-newsletter

Leaderboard 600 x 80px

Medium Rectangle 250 x 200px

Text Ad *Size and Pricing TBD

(based on availability and content request)

The Adviser e-newsletter

Leaderboard 600 x 80px

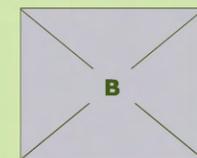
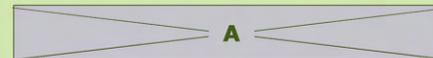
News Flash e-newsletter

Leaderboard 600 x 80px

Crops & Soils e-newsletter and CSA News e-newsletter

Position A (leaderboard)—600 x 80px

Position B (medium rectangle)—250 x 200px



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





Sustainable Agronomy CONFERENCE

2026 Sustainable Agronomy Conference virtual event series

July 2026

Gain 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.

\$5,000 Sponsorship

- Company logo and name on conference website
- 8 weeks of promotion and visibility
- Sponsor recognition on meeting program
- Sponsor recognition in social media posts: pre- and post-conference (Facebook and X)
- 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 registration: 3,500+

Digital Ad Opportunities
Rate Card and Specifications





Podcast

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 ASA, CSSA, and SSSA, it features timely research and conversations with our authors and is always freely available wherever you listen: Spotify, Alexa, YouTube, and our website: fieldlabearth.libsyn.com/

Rate card: Podcast sponsorship

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

Total downloads:
105,500

Avg. downloads per episode:
865

CEUs offered for most episodes!



Sponsorship Opportunities



Where Crop, Agronomic, Environmental, and Soil Sciences Connect

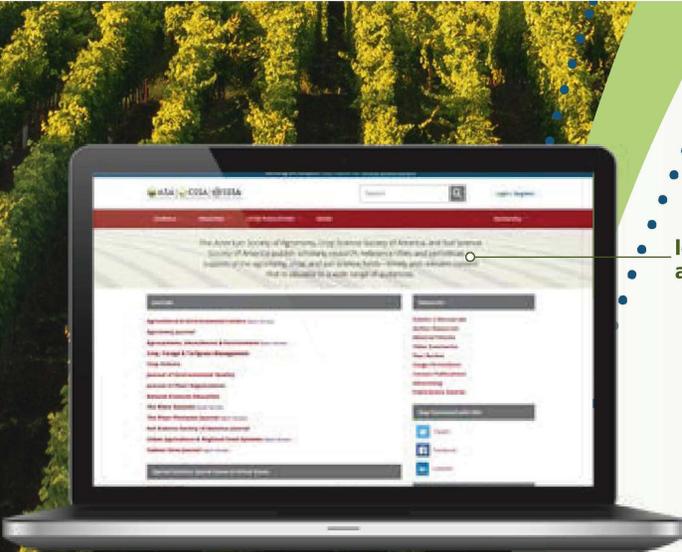
CANVAS

Nov 1-4, 2026, Portland, Oregon

Each year ASA, CSSA, and SSSA come together to ignite the ultimate gathering of ideas, solutions, and innovation in the realm of environmental sciences. CANVAS welcomes leaders and students alike hailing from industry titans, government agencies and esteemed academic institutions. We'd love for you to join us as we embark on an exhilarating journey through the cutting-edge advances in our fields.

The full CANVAS Exhibition and Sponsorship Prospectus is coming soon.





leaderboard
ad placement



right rail
ad placement

Publications Online Library

ASA, CSSA, and SSSA publish scholarly research journals and books in support of the agronomy, crop, and soil science fields—timely and relevant content that is valuable to a wide range of audiences.

Across our 13 peer-reviewed journals, more than 1,400 new articles were published in 2025, increasing the library to more than 90,000 total articles. Researchers, professionals, and students viewed articles from our collection almost 4.5 million times in

ASA, CSSA, and SSSA manage advertising placements on the journals and books web pages hosted on the Wiley Online Library platform at access.onlinelibrary.wiley.com/

- There are two ad positions available on each of the 13 journal web pages.
- Ads placed on a journal home page will appear on every page associated with the specific publication.
- Online ads are placed monthly.
- Ad placements can be segmented by journal and multiple ads may appear in rotation within the same placement.
- All materials are due on the 15th of the month prior.

Digital Ad Specifications

- Leaderboard ad placements are 728 x 90px and appear at the top of the journal web pages.
- Right rail ad placements are 300 x 250px and appear in the right column of the journal web page.
- Format: JPEG is preferable, GIF, PNG, and SWF are also acceptable. Interlaced and non-interlaced files are acceptable, as are animated files. No Flash files are allowed.
- Please provide a hyperlink with each digital ad.



Digital Ad Locations

ACCESS journal web ad placements

Publication	Publication type	Ad location
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
Journal of Environmental Quality	Journal	Right rail

Publication	Publication type	Ad location
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



Why Join?

- **Brand Exposure & Advertising:** Increase visibility with two complimentary ads in our newsletters and access to crossmarketing promotions.
- **Networking Opportunities:** Receive invitations to industry-leading events, fostering connections with researchers, industry experts, and other corporate members.
- **Exclusive Access to Resources:** Gain entry to members-only webinars, scientific journals, and professional development tools tailored to your team's needs.
- **Discounts on Events & Advertising:** Enjoy exclusive discounts on mailing list rentals, and society events, amplifying your brand presence.
- **Professional Development for Your Team:** Access to our Mentorship Platform and discussion boards to foster innovation and collaboration, plus complimentary career placements.

Corporate Member

Are you an organization in agronomy, crop science or soil science?

Engage with 8,000+ professionals and 12,000 Certified Crop Advisers across the agronomy, crop, soil, and environmental science communities. Corporate Membership with ASA, CSSA, and SSSA gives your company visibility, recognition, and access to exclusive opportunities that connect you to key decision-makers in science and industry.

Ready to optimize your organization's impact and visibility in the agronomy and crop science world? Want to learn more? Contact Jamie Nix, Membership Strategist at jnix@sciencesocieties.org.





Advertising Insertion Form

Advertiser: _____

Agency (if applicable): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

PO # (if applicable): _____

Contact Name: _____ Phone: _____

Email: _____

Sale on Delivery: The advertiser agrees that payment for all advertising placed under this insertion order is due and payable upon delivery of the advertising.

Signature: _____

Crops & Soils Digital Magazine

- Top Leaderboard @ \$1,500
- Mid-page Leaderboard @ \$1,000
- Medium Rectangle @ \$1,000

Webinar

- Educational Webinar @ \$5,000
- Advertiser Sponsored Webinar @ \$10,000

Podcast

- Episode Sponsor @ \$300

E-newsletters

Crops & Soils

- Top Leaderboard @ \$3,000
- Medium Rectangle @ \$2,500

CSA News

- Top Leaderboard @ \$2,500
- Medium Rectangle @ \$2,000

The Adviser

- Top Leaderboard @ \$3,500

News Flash

- Top Leaderboard @ \$2,500

Ad Retargeting

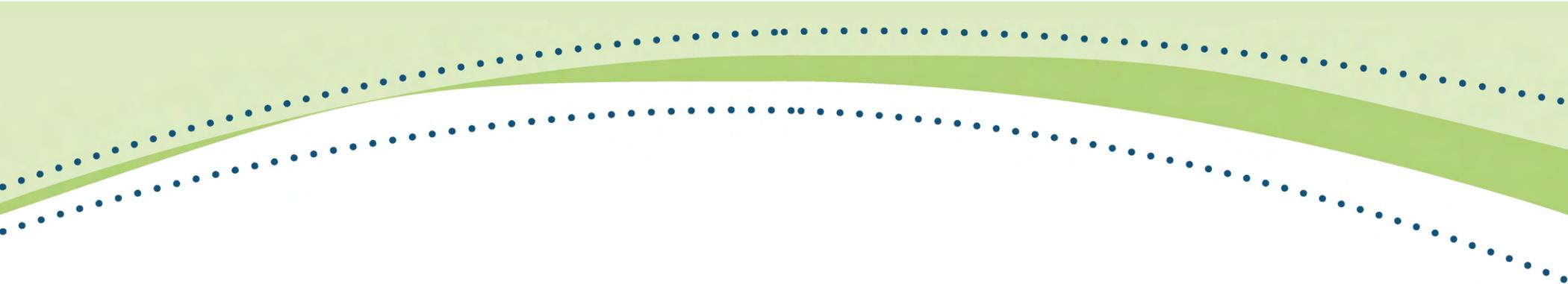
- 10,000 Impressions @ \$2,500
- 20,000 Impressions @ \$5,000
- 50,000 Impressions @ \$7,500

Sustainable Agronomy Conference

- Sponsorship @ \$5,000

Publications Online Library

- Leaderboard Ad _____ (publication)
- Right Rail Ad _____ (publication)



Interested or have questions? Contact:

Michelle Wescott

advertising@sciencesocieties.org

301-850-1043



R100725