



2021
Media Kit

The magazine for
certified crop advisers,
agronomists & soil scientists

CROPS & SOILS





2021 Media Kit

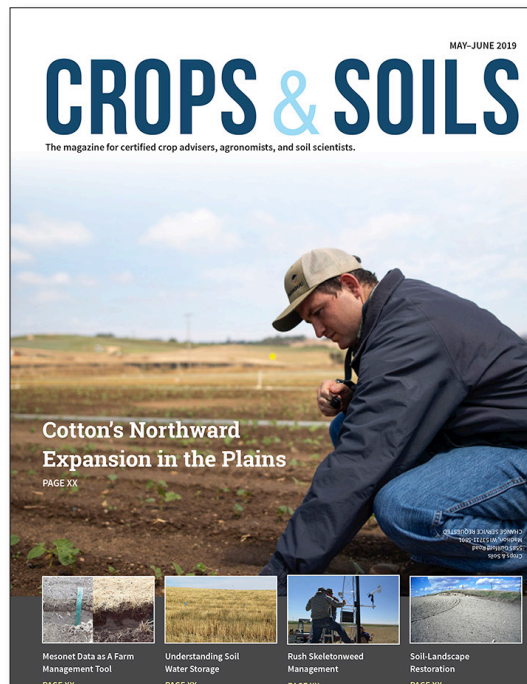
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Welcome

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. These professionals have set themselves apart as the best in their field by taking exams to earn their certification and continuing education, much of it provided through *Crops & Soils* magazine, to maintain their certification. 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.



4R Nutrient Stewardship

4R Nitrogen Fertilizer Management

DOI: 10.2134/c2019.52.0395

Cotton grown across the south of the United States with some fields requiring irrigation and some man-aged with natural moisture. In 2017, 1.6 million acres of cotton were planted across 29 states (National Cotton Council of America, 2019). Nitrogen supply for cotton is critical for vegetative growth, development of fruiting sites, and yield. The partitioning and pattern of nitrogen taken up by cotton is influenced by the plant's genetics, environmental conditions, and the availability of nitrogen in the soil-water solution. One genetic influence is that cotton has an indeterminate growth pattern unlike other crops like corn that have a determinate growth pattern. With indeterminate growth, plants continue to grow until they are killed by external factors, with determinate growth, plants develop reproductive structures and die based on completion of the genetically pre-determined structure.

Cotton takes up 30% of the total nitrogen needed for production between emergence and the first white bloom, which occurs 40 days after emergence. The remaining 70% of nitrogen need is taken up between the first white bloom and just after peak bloom or between 40 and 65 days after emergence. The higher nitrogen demand later in the growth cycle of the plant makes in-season applications of nitrogen critical to the rapid growth and fruiting development occurring in a short time period. Nitrogen fertilizer rate and plant development need to be balanced since overfertilizing with nitrogen leads to increased vegetative growth and reduced production of fruiting sites, resulting in lower yields (Lemon et al., 2009; Hain et al., 2012). Research across 20 cotton-growing sites reported that nitrogen application rate affected plant height and number of nodes.

Sally Fitz, Ph.D., CCA, Director of Agronomy, The Fertilizer Institute, Minneapolis, MN

CERTIFICATION

Second Sustainable Agronomy Conference

To be held in Omaha, NE in July

By Tracy Hmelowski

DOI: 10.2134/c2019.52.0366

What does sustainable agriculture look like? That might depend upon who you ask. For CCA Mike Wilson, Specialty Products Coordinator, Walsh Valley, IA, it encompasses many things such as "sustainable farms, sustainable communities, sustainable environment, and a sustainable economy." Nevertheless, as you talk to different groups—farmers, environmentalists, and consumers—some common themes emerge. For Wilson, this boils down to, "How do we maximize genetics and other technology and tools to achieve a return on investment and be kind to the soil and environment as we can be?"

Wilson will be a speaker at the American Society of Agronomy Second Sustainable Agronomy Conference in Omaha, NE, July 11-13, 2019. The conference will bring together farmers, CCA's, food company representatives, university faculty, private industry personnel, and HEDD staff speakers, panel discussions, and amenities for speakers and attendees will go beyond presenting broad themes relating to sustainability and provide practical, applied information that can be implemented in the field. Now Certified Crop Advisers will be able to earn CEUs from each session.

Bringing the supply chain together from the farmer to the food company is important for incorporating sustainable practices that are beneficial across the supply chain, according to Jim Scheiner, CCA and Soil Health Advisor, South Dakota Soil Health Coalition, who will also be speaking at the event. Jay Watson, Scouting Sustainability Engagement

Free Trial ASA Membership for Certified Crop Advisers

ASA is pleased to offer a 6-month trial membership to CCAs providing an in-depth look without the up-front commitment of member dues. This is a good, become familiar with our members, and our benefits. For more than 100 years, the American Society of Agronomy members have been meeting the changing demands of modern agriculture.

Become a member today.
agronomy.org/trialmembership/become-a-member/trial



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Editorial Calendar & Deadlines

Issue	Ad order due	Materials due	Topics
JAN FEB	DEC 15	DEC 20	<p>Soybean Cyst Nematode series: Mid-Atlantic Assessing soil health (SSSA-SHI series) NOAA drought website CCA Conservationist of the Year Trends in satellite remote sensing for precision agriculture Kellog IPM Series Interseeding cover crops in corn Soybean gall midge management Earthworms and their importance to agricultural soils in the Inland Pacific Northwest 4R column Soil pH</p>
MAR APR	FEB 15	FEB 20	<p>Intercropping ICCA of the Year profile Community management of herbicide-resistant weeds in the PNW Vice-chair of North American CCA Board profile Nitrogen release from polymer-coated urea as function of GDD Assessing soil health (SSSA-SHI series) Kellog IPM Series 4R Management of Phosphorus Fertilizer in the Northern Great Plains Cotton leafroll dwarf disease: an emerging virus disease on cotton in the US. 4R column Precision agriculture, profitability, and wildlife conservation: precision partnerships for working lands</p>
MAY JUNE	APR 15	APR 20	<p>Adoption of cover crop interseeding within sugarbeet in the Red River Valley Soil and crop response to phosphorus and potassium management under conservation tillage Optimization of crop and soil management practices guided by a Technology Extrapolation Domain framework Blockchain Using reduced rates of a labeled plant growth regulator on peanut to control vine growth and improve yield Assessing soil health (SSSA-SHI series) Damage to the Primary Root in Response to Cattle Slurry Placed Near Seed May Compromise Early Growth of Corn 4R column</p>
JULY AUG	JUN 15	JUN 20	TBD
SEPT OCT	AUG 15	AUG 20	TBD
NOV DEC	OCT 19	OCT 20	TBD

Subject to change and does not include all articles to be published. Some articles are published online only and do not appear in the print issue.

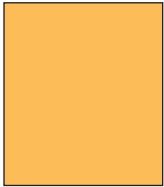


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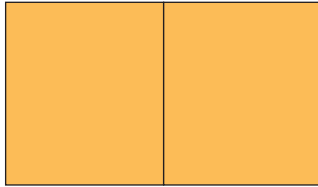
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Print: Specs & Rate Card

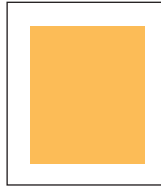
Mechanicals: Print



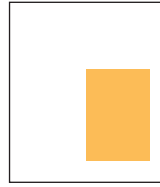
Full page bleed
8 7/8 x 11 3/8 in
Trim Size
8 3/8 x 10 7/8 in



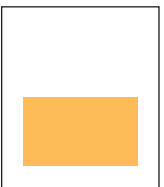
2-page spread
17 1/4 x 11 3/8 in
Trim Size
16 3/4 x 10 7/8 in



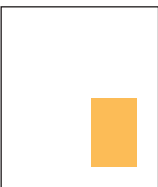
**Full page
(no bleed)**
7 3/8 x 9 7/8 in



1/2 page vert.
3 3/8 x 9 in



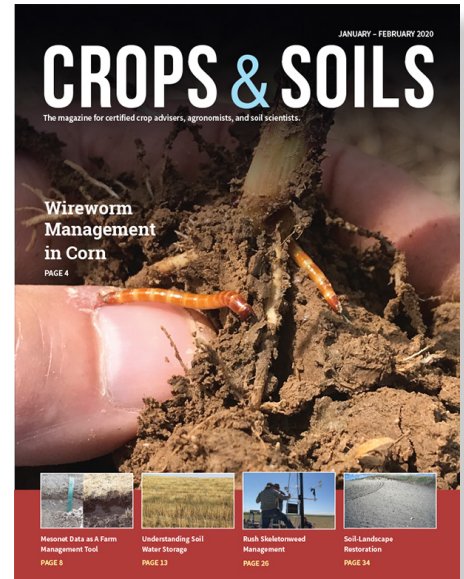
1/2 page hor.
7 x 4 1/2 in



1/4 page vert.
3 3/8 x 4 2/5 in



1/4 page hor.
4 2/3 x 3 2/5 in



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

Please do not include crop marks between trim and bleed.

Rate card: Print

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



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Digital Options: Web Advertising

Place your company, product, or service just one click away from thousands of qualified purchasers, specifiers and decision-makers by advertising electronically on the CCA website and e-newsletters. All ads will include impressions and clickthroughs and website positions will be placed on prime pages for 30 days.

Reach CCAs

CCA website: certifiedcropadviser.org

Page views/month: 98,200

Clicks/month: 69

Crops & Soils magazine website:

<https://acsess.onlinelibrary.wiley.com/journal/23253606>

New articles posted throughout the month.



Rate card: Electronic

Placement	Frequency	Position	Cost
CCA website	1 month	A (leaderboard)	\$2,000
		B (button)	\$800
Crops & Soils website	1 month	A (leaderboard)	\$1,000
		B (button)	\$800

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

Mechanicals: Electronic

CCA Website

Position A (leaderboard)—728 x 90 px

Position B (button)—180 x 150 px



Crops & Soils Website

Position A (leaderboard)—728 x 90 px

Position B (button)—300 x 250 px



GIF89a, Animated GIF89a (web ads only), or JPEG. Background color should be in the web safe palette. Include a link to your website. Your website must be set up to handle any parameters. You can test this out by adding “?test” after your URL (e.g., www.crops.org?test), and if it takes you to the correct URL (e.g., www.crops.org), you are set up to handle parameters. The number of impressions and clicks your ad received will be reported back to you.





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Digital Options: E-Newsletters

Crops & Soils e-newsletter

Sent to more than 15,200 certified professionals, American Society of Agronomy members, and students to inform them of the latest content posted to the *Crops & Soils* magazine website.

Distributed Monthly

Current Distribution: 15,200+ • Average Impressions: 11,400+

Leaderboard 645 x 80px

Button 300 x 250px

Text Ad * Size & Pricing TBD

(based on availability & content request)

Crops & Soils E-Newsletter:

Position A (leaderboard)

E-newsletter: 645 x 80 px

Position B (button)

300 x 250 px



The Adviser e-newsletter

The official e-newsletter of the Certified Crop Adviser (CCA) program. Sent to more than 11,300+ CCAs detailing program updates and the latest professional and continuing education opportunities. *(Exclusive Placement)*

Bi-Monthly Distribution (6X Annually)

Current Distribution: 14,000+ • Average Impressions: 9,500+

Leaderboard (645 x 80px)

plus ~20 words of copy in body of e-newsletter • \$3,500

The Adviser “Special Edition” e-newsletter

New offering! Sent to The Adviser e-newsletter marketing list during the months in which The Adviser is not scheduled to be delivered.

Bi-Monthly Distribution (6X Annually)

Current Distribution: 11,300+

Leaderboard (645 x 80px)

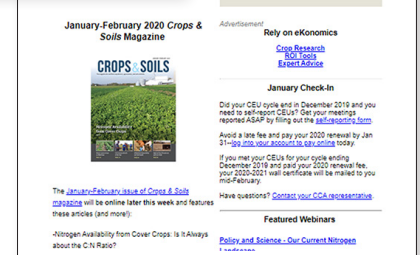
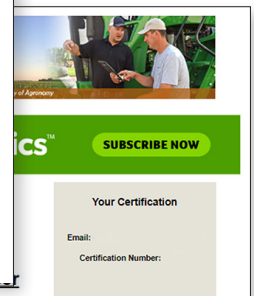
plus ~20 words of copy in body of e-newsletter

Pricing TBD *(based on availability & content request)*

NEW OPPORTUNITIES

CCA Programmatic
7 banner sizes - IAB Standard \$30-\$45 CPM

Social Campaign
Facebook and Twitter \$150-\$500 per post/tweet
**Price based on timing and media channel*



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

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



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Professional Development

Webinar Sponsorship

Our members, certified professionals, and academic connections allow the American Society of Agronomy to be the foremost provider of professional development webinars in the field of agronomy/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 receives maximum exposure.

- 45-60 Minutes, Live
- Hosted Registration Page Pre- and Post-event
- Homepage Announcement Well Advertising 1-2 months Pre-Webinar
*certifiedcropadviser.org, agronomy.org, crops.org
- Invitation E-Blasts (directly to all CCAs) 2 per Webinar
- Inclusion in The Adviser E-Newsletter
- Webinar Recording Available On-Demand

Full Sponsorship \$9,500

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



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

2021 Sustainable Agronomy Conference Sponsorship

Aug. 3-6, Sacramento, CA | Estimated Attendance: 400
Partnering with CTIC's Conservation in Action Tour

Visibility in front of both Professional Agronomy 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
- Can supply roll-up banner and literature/giveaway materials for main networking area
- Company Representative designated Moderator
- 1 Sustainable Agronomy Conference Registrations
- Sponsor Recognition on Meeting Program
- Sponsor Recognition in Social Media Posts: pre- and post-conference (Facebook & Twitter)
- Sponsor Recognition in Conference Ad in *Crops & Soils* magazine
- Thank You Recognition Signage throughout Conference
- Thank you recognition on pre- and post-conference promotions (i.e. 5 direct e-mails to a targeted marketing list of American Society of Agronomy members & Certified Crop Advisers)

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.*