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 American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America.

FEATURED ADVERTISING OPTIONS FOR 2021

Podcast Sponsorship: Field, Lab, Earth
Publications Hub Page: Only page featuring our journals, books & magazines in one place on the Wiley Online Library
Journal Level Home-Page
Polybagged Issues
Bellybanded Issues
Postcard Inserts

2021 Tradeshow Opportunities
Sustainable Agronomy Conference
August 3-6, Sacramento, CA
The strategies, principles, and systems approaches to on-farm planning that will be discussed during the conference will advance the implementation of sustainable practices in production agriculture.
Sponsorship Opportunities are Available

ASA, CSSA, & SSSA Annual Meeting
November 7-10 in Salt Lake City, UT
Join more than 4,000 attendees and make valuable one-on-one connections with the top influencers in the fields of agronomy, plant, soil, and environmental sciences. The unique show floor will be filled with leading scientists in industry, government and academia who are interested in the latest research, product development, and industry advancements.
Sponsorship and Exhibitor Opportunities are Available

https://acess.onlinelibrary.wiley.com/journal/23253584
Readers of CSA News magazine work to feed and sustain the world through the production and management of food, feed, fiber, fuel, and pharmaceutical crops while maintaining and improving the environment as well as working on issues related to environmental quality, ecosystem sustainability, bioremediation, waste management, recycling, and wise land use.

Highly Read

- CSA News magazine is the top-rated benefit of membership in ASA, CSSA & SSSA
- 97% read the magazine
- 67% read every issue
- 83% are very satisfied or satisfied with the content they receive in CSA News

Job Functions

- Research (45%)
- Other/Unknown (24.35%)
- Teaching (9.6%)
- Consulting (9.05%)
- Management/Administration (5.40%)
- Extension (4.13%)
- Technical Information Service (2.9%)
- Sales (1.65%)
- Field Representative (1.10%)
- Soil Survey (1.01%)

Reader demographics

8,400+ individual members

Education

- Ph.D. 53%
- Master's 15%
- Unknown/Other 23%
- Bachelor's 9%

Society Distribution

- ASA 38%
- SSSA 34%
- CSSA 28%

Work Setting

- Academia 31%
- Student 29%
- Industry 20%
- Government 12%
- Other/Unknown 10%

“Student” includes doctoral, master’s, & bachelor’s degree candidates

Members may belong to more than one Society.
Distribution

The print issue of CSA News magazine reaches 8,500+ members of the American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America, but it’s 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.

Circulation/content
8,500+ circulation
180+ articles/year
12 issues/year

After reading...
56% discuss with others
39% seek more information
26% visit a website
23% pass issue to others
### Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Region/topics</th>
<th>Ad orders due (Materials due)</th>
</tr>
</thead>
</table>
| **January** | mails Jan. 10  
Transdisciplinary Contributions to Soil Physical Hydrology  
Predicting Nitrogen Release from Organic Fertilizers  
The future of farming: Agroecology  │ Bean Root Architecture | Jan. 1  (Jan. 10) |
| **February**| mails Feb. 10  
Walk on the Wild Side: Crop Wild Relatives  │ Benchtop vs Handheld Spectroscopy  
Colloids as Phosphorus Carriers  │ Special section: Theses and Dissertations | Feb. 1  (Feb. 10) |
| **March**   | mails Mar. 10  
Fukushima 10th Anniversary  │ SSA Seed Week: Smoke Germinating Seeds  
Natural Sciences Education 50th Anniversary  
-- Commemorative Article | Mar. 1  (Mar. 10) |
| **April**   | mails Apr. 10  
Manuresheds: Reconnecting Crop and Livestock Production  
Vineyard Microbes and Fumigation  │ Nematodes and Soil Carbon Storage | Apr. 1  (Apr. 10) |
| **May**     | mails May. 10  
Community Weed Control  │ Stevia Production in the United States  
Soils on Mars | May 1  (May 10) |
| **June**    | mails June 10  
Monetary Incentives for Soil Health  │ Registration of ‘UC Tiger’s Eye’ Heirloom-Like  
BeaPalmer Amaranth in the Midwest and North-Central U.S. | June 1  (June 10) |
| **July**    | mails July 10  
Oceanic Pedology: Is there a Depth too Deep?  │ The Haas Soil Archive  
Genome-Wide Association Study of Antimicrobial Properties of Sorghum | July 1  (July 10) |
| **August**  | mails Aug. 10  
Plant-Fungal Associations for Adapting to Abiotic Stress  
Bushbeans and Compost in a Remote Subarctic Community  
How Does Nitrogen and Forage Harvest Affect Dual-Use  │ Kernza Intermediate Wheatgrass | August 1  (Aug. 10) |
| **September**| mails Sep. 10  
Alternative Uses of Cover Crops: Oilseeds (Metabolic Engineering of Oilseed Crops)  
Drivers of Regional Soil Water Storage Memory And Persistence  
Annual Meeting Preview | September 1  (Sept. 10) |
| **October** | mails Oct. 10  
Precision Sustainable Agriculture  │ Theory of Planned Behavior and Agricultural Decisionmaking | October 1  (Oct. 10) |
| **November**| mails Nov. 10  
TBD | November 1  (Nov. 10) |
| **December**| mails Dec. 10  
TBD | |
Electronic 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 ASA, CSSA, and SSSA websites and e-newsletters. All ads will include impressions and clickthroughs and website positions will be placed on prime pages for 30 days.

Reach your target audience.

ASA website | agronomy.org
Page views/mo. 55,000
Visits/mo. 22,500
Clicks/mo. 140

CSSA website | crops.org
Page views/mo. 20,400
Visits/mo. 9,540
Clicks/mo. 78

SSSA website | soils.org
Page views/mo. 59,000
Visits/mo. 26,400
Clicks/mo. 51

News Flash | biweekly e-newsletter
Sent to 8,400 ASA, CSSA & SSSA members
Avg. Total Opens: 7,517
Avg. clickthroughs: 68

Field, Lab, Earth Podcast
Total Avg. Annual Downloads: 12,363
Avg. Downloads per Episode: 699
Avg. Listerns per Episode: 705

https://acess.onlinelibrary.wiley.com/journal/23253584
Rate Card & Mechanicals

Rate Card: Print

<table>
<thead>
<tr>
<th>Placement</th>
<th>Frequency</th>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>agronomy.org</td>
<td>30 days</td>
<td>B (button)</td>
<td>$1,500</td>
</tr>
<tr>
<td>crops.org</td>
<td>30 days</td>
<td>B (button)</td>
<td>$750</td>
</tr>
<tr>
<td>soils.org</td>
<td>30 days</td>
<td>B (button)</td>
<td>$1,000</td>
</tr>
<tr>
<td>News Flash</td>
<td>1x</td>
<td>A (leaderboard)</td>
<td>$3,000</td>
</tr>
<tr>
<td>e-newsletter</td>
<td></td>
<td>B (button)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Publications Hub</td>
<td>30 days</td>
<td>A (leaderboard)</td>
<td>$1,000</td>
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<td>Journal Homepage</td>
<td>30 days</td>
<td>B (button)</td>
<td>$700</td>
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<tr>
<td>Field, Lab, Earth</td>
<td>1x per Podcast</td>
<td>Sponsorship</td>
<td>$200</td>
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</tbody>
</table>

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

Mechanicals: Print

Live area of bleed page ads is 7 ¾ x 10 ¾ in. Place all graphics/text at least ½ in in from the edge of the ad. Bleeds should extend ¼ in beyond the page (trim) edge. Please do not include crop marks between trim and bleed.

Rate Card: Electronic

<table>
<thead>
<tr>
<th>Placement</th>
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<th>Position</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Position A (leaderboard)</td>
<td></td>
<td>Web: 728 x 90 px</td>
<td></td>
</tr>
<tr>
<td>E-newsletter: 645 x 80 px</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position B (button)</td>
<td></td>
<td>Both web and e-newsletter: 300 x 250 px</td>
<td></td>
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</tbody>
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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.

Contact Eric Welsh at: 608-273-8081 or ewelsh@sciencesocieties.org for more information on unique placements (e.g. bellybands, tip-ins, specials inserts, polybags, etc).