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 2022**

- **Seed Week Blog Sponsorship**
- **Sustainable, Secure Food Blog**
- **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**

**2022 Tradeshow Opportunities**

- **Sustainable Agronomy Conference**
  - TBD, 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 6-9 in Baltimore, MD
  - 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://acces.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%
- Bachelor’s 9%
- Unknown/Other 23%

**Society Distribution**
- ASA 38%
- SSSA 34%
- CSSA 28%

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

"Student" includes doctoral, master’s, & bachelor’s degree candidates
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
<table>
<thead>
<tr>
<th>Issue</th>
<th>Region/topics</th>
<th>Ad artwork due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>White Clover Living Mulch Enhances Soil Health Versus Annual Cover Crops</td>
<td>Nov. 25, 2021</td>
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<td></td>
<td>Genetic Control of Weeds</td>
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<td>3 Tips for Handling Supply Chain Disruptions</td>
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<td>February</td>
<td>The Role Of Innovative Cropping Systems To Enhance Soil Health And Climate</td>
<td>Dec. 23, 2021</td>
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<td>Resilience Mosaicm in Cannabis</td>
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<td>Assessing Soil Total Iron Using NixPro Color Sensor</td>
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<td></td>
<td>Special Sections: Annual Meeting Highlights and Theses and Dissertations</td>
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<td>March</td>
<td>Urban Agroforestry</td>
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<td>Belowground Phenotyping</td>
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<td>Intercropping Ginger with Bamboo in the Himalayas</td>
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<td>April</td>
<td>Manuresheds: Reconnecting Crop and Livestock Systems</td>
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<td>Advances in Genomic Selection, Machine Learning</td>
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<td>Galapagos Island Chronosequence</td>
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<td>May</td>
<td>Herbicide-Resistant Weeds in the Pacific Northwest</td>
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<td>Raspberries and Nematode Dynamics</td>
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<td>Oceanic Pedology: Is there a Depth too Deep?</td>
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<td>June</td>
<td>Soils on Mars</td>
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<td>July</td>
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<td>May 25</td>
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<tr>
<td>August</td>
<td></td>
<td>June 25</td>
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<tr>
<td>September</td>
<td>Clean Water Act 50th Anniversary: part 1</td>
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<td></td>
<td>Annual Meeting Preview</td>
<td></td>
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<tr>
<td>October</td>
<td>Clean Water Act 50th Anniversary: part 2</td>
<td></td>
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<tr>
<td>November</td>
<td>Clean Water Act 50th Anniversary: part 3</td>
<td></td>
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<tr>
<td>December</td>
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<td>Oct. 25</td>
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*Subject to change and does not include all articles to be published*
Digital Advertising: Web & E-Newsletters

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

https://acsess.onlinelibrary.wiley.com/journal/23253584
Digital Advertising: Blogs & Podcast

**Seed Week Sponsorship | February 7-13, 2022**
Topical promotional theme week on “Seeds” with content curated for our dedicated web page as well as Sustainable, Secure Food Blog and promoted through news releases, social media, and other promotions. Seed-related blogs have over 49,000 views (to date) and with over 1.5 million in reach (i.e. social media, news releases).
Promotional value for an advertiser/sponsor would be close to $89,000 ($1.50 per view). Ultra low CPM!

*Includes:* Seed Week homepage ad placement, social media tagging, listing in news release, potential to suggest topics, potential to link to all past and present “seed focused” blogs, potential to be sole sponsor of a blog.

*Sponsorship options:*
- Exclusive—$35,000
- Blog Sponsor—$2,000-$10,000
- Social Media Sponsor—$2,500
- Web Page Sponsor—$1,000

**Blog Advertising**
- **Soils Matter, Get the Scoop!** soilsmatter.wordpress.com/
- **Sustainable, Secure Food Blog** sustainable-secure-food-blog.com/

*Options:*
- Web Page Sponsor—$1,000 per ad
- Blog Sponsor—$2,000 to $10,000 per blog (depending on traffic)
- “Affiliate” link without graphic—$150 per month

**Podcast Sponsorship**
*Field, Lab, Earth* is the podcast all about past and present advances in the fields of agronomy, crop, soil, and environmental sciences. Produced by the American Society of Agronomy (ASA), Crop Science Society of America (CSSA), and Soil Science Society of America (SSSA), it features timely research and conversations with our authors and is always freely available.

- Total Downloads: 48,000
- Avg. Downloads per Episode: 730
- Avg. Listeners per Episode: 705
- *Will be launching on YouTube soon*

**RATE CARD**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Year</td>
<td>$300 per Episode</td>
</tr>
<tr>
<td>Individual Episode</td>
<td>$250 per Episode</td>
</tr>
<tr>
<td>Bonus &quot;Specialty Topic&quot; Episodes</td>
<td>$350 per Episode</td>
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https://acsess.onlinelibrary.wiley.com/journal/23253584
Rate Card & Mechanicals

Rate Card: Print

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2-page spread</th>
<th>Back cover</th>
<th>Inside front cover</th>
<th>Inside back cover</th>
<th>Inside 1 page</th>
<th>Inside ½ page</th>
<th>Inside ¼ page</th>
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<tbody>
<tr>
<td>1x</td>
<td>$5,900</td>
<td>$3,688</td>
<td>$3,393</td>
<td>$2,950</td>
<td>$1,918</td>
<td>$1,033</td>
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<td>$3,504</td>
<td>$3,223</td>
<td>$2,802</td>
<td>$1,822</td>
<td>$981</td>
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<td>$2,714</td>
<td>$1,765</td>
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</table>

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).

Mechanicals: Print

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: Electronic

<table>
<thead>
<tr>
<th>Placement</th>
<th>Frequency</th>
<th>Position</th>
<th>Cost</th>
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</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>
</tr>
<tr>
<td></td>
<td></td>
<td>B (button)</td>
<td>$700</td>
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<tr>
<td>Journal Homepage</td>
<td>30 days</td>
<td>A (leaderboard)</td>
<td>$500</td>
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<tr>
<td></td>
<td></td>
<td>B (button)</td>
<td>$300</td>
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All invoices for electronic ads will include impression/clickthrough data.

Mechanicals: Electronic

Position A (leaderboard)
Web: 728 x 90 px
E-newsletter: 645 x 80 px

Position B (button)
Both web and e-newsletter: 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.