



Crops & Soils

2016–2017
MEDIA
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The magazine for certified crop advisers, agronomists, and soil scientists

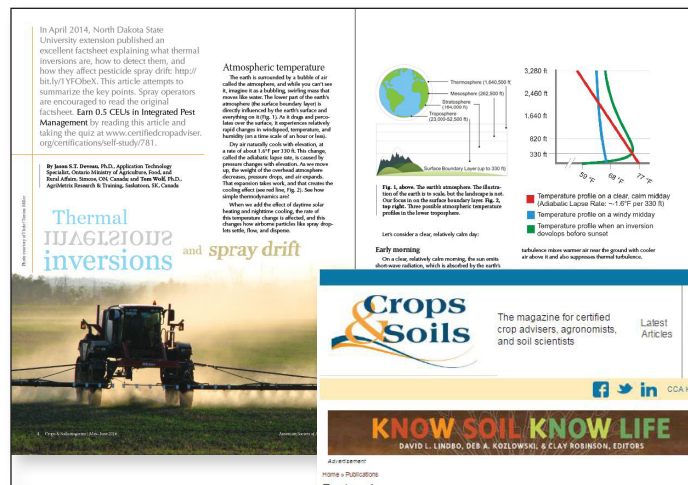


Welcome

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!

Exciting changes

- *Crops & Soils* magazine recently **enhanced its continuing education offerings** for CCAs (CEUs). Now 75% of the articles are available for CEU credit, increasing the value to and engagement of our readers.
- The Crop Science Society of America is celebrating the **International Year of Pulses** in 2016, and *Crops & Soils* magazine is participating in the celebration with several articles throughout the year, including one issue dedicated entirely to pulses (July-August issue).
- This year, *Crops & Soils* magazine will be rolling out a **new website** with enhanced features along with a continuous publication format where **new articles are posted each week**. Content will then be organized on the site according to region and CEU category and delivered directly to readers via a **monthly email update**.
- Finally, look for **promos of content** in upcoming issues in each print issue.



In April 2014, North Dakota State University extension published an excellent fact sheet explaining what thermal inversions are, how to detect them, and how they affect pesticide spray drift: <http://bit.ly/1YTCheX>. This article attempts to summarize the key points. Spray operators are encouraged to read the original fact sheet. Earn 0.5 CEUs in Integrated Pest Management by reading this article and taking the quiz at www.certifiedcropadviser.org/certifications/pest-study/781.

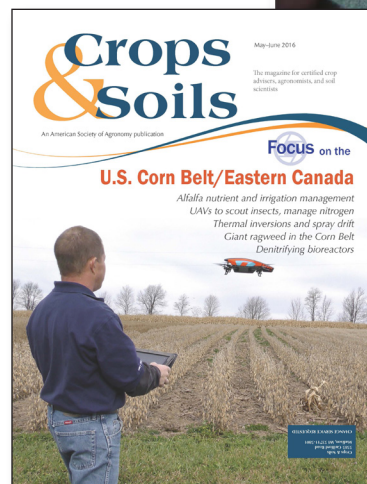
Atmospheric temperature
 The earth is surrounded by a bubble of air called the atmosphere, and while you can't see it, it traps the heat radiating from the earth's surface. The lower part of the earth's atmosphere (the surface boundary layer) is directly influenced by the earth's surface. As a result, it experiences relatively rapid changes in wind speed, temperature, and humidity over a time scale of an hour or less.

On an unusually cool and clear day, at a time of about 1:00 p.m. in 2010, the temperature changes with altitude. As we move up the length of the combined atmosphere (atmosphere + surface boundary layer), the temperature decreases, pressure drops, and air expands. The expansion causes cooling, and this causes the cooling of the air (Fig. 1). So, the temperature decreases with altitude, and this causes the cooling of the air (Fig. 2). So, the temperature decreases with altitude, and this causes the cooling of the air (Fig. 2). So, the temperature decreases with altitude, and this causes the cooling of the air (Fig. 2).

Thermal Inversions and spray drift

By James R. Drennon, Ph.D., Application Technology Specialist, Oregon Ministry of Agriculture, Food and Rural Affairs, Salem, OR, Canada and Tom Wolf, Ph.D., Agriculture Research & Training, Indianapolis, IN, Canada

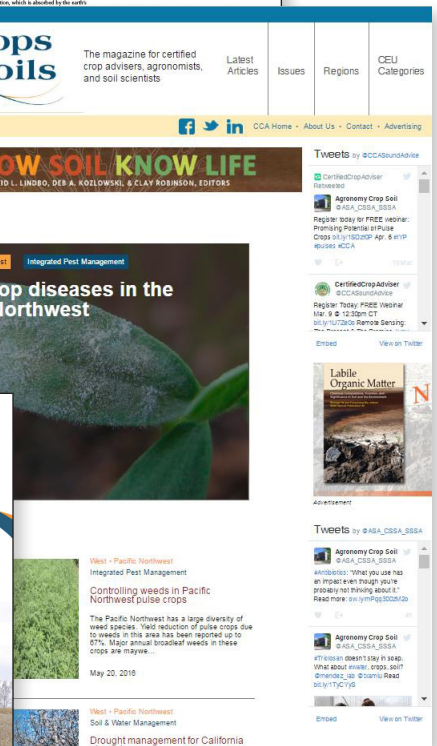
Fig. 1. Above, the earth's atmosphere. The distance from the earth to the top of the atmosphere is 10,000 miles. The temperature profile on a clear, calm midday is shown. The temperature profile on a windy midday is shown. The temperature profile on a windy midday is shown. The temperature profile on a windy midday is shown.



Crops & Soils
 An American Society of Agronomy publication

Focus on the U.S. Corn Belt/Eastern Canada

Alfalfa nutrient and irrigation management
 UAVs to scout insects, manage nitrogen
 Thermal inversions and spray drift
 Giant ragweed in the Corn Belt
 Denitrifying bioreactors



Crops & Soils
 The magazine for certified crop advisers, agronomists, and soil scientists

Articles | Issues | Regions | CEU Categories

Home | Publications | Featured

West - Pacific Northwest
Integrated Pest Management
Pulse crop diseases in the Pacific Northwest

West - Pacific Northwest
 Integrated Pest Management
 Controlling weeds in Pacific Northwest pulse crops

West - Pacific Northwest
 Soil & Water Management
 Drought management for California

Tweets by @CCASoilsMagazine

West - Pacific Northwest
 Integrated Pest Management
 Controlling weeds in Pacific Northwest pulse crops

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

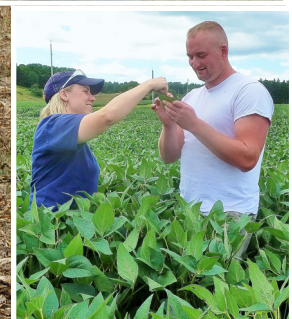
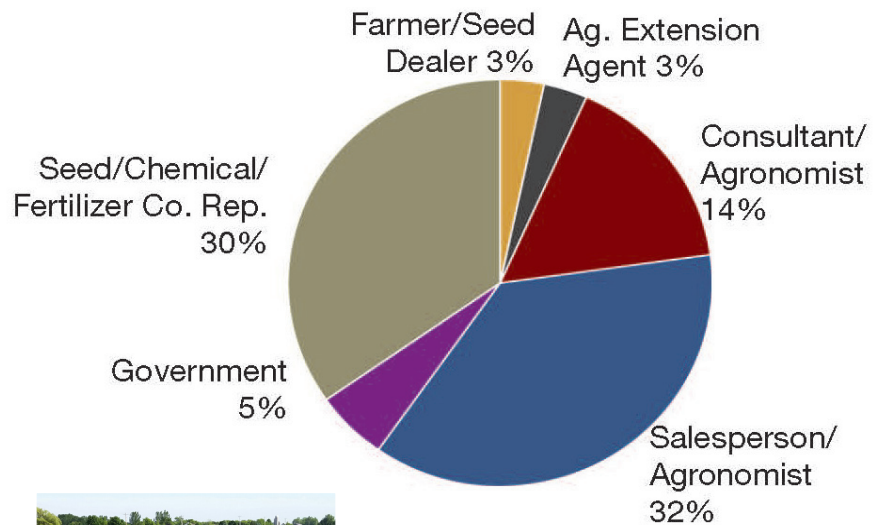
- 62% read every print issue, and 23% read between 3 to 5 issues/year.
- 75% rate *Crops & Soils* magazine as the top-rated or second best industry magazine and use the content in *Crops & Soils* magazine in their jobs.

They are influential

- 74% specify or recommend products and services to clients and customers.
- **Top 8 list of products specified or recommended:**
 - #1 - Chemicals/fertilizers
 - #2 - Seeds
 - #3 - Herbicides and spray equipment
 - #4 - Consulting services
 - #5 - Seed treatment systems
 - #6 - Tilling and harvesting equipment
 - #7 - Farm equipment & machinery
 - #8 - Watering equipment and testing devices

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

Employment type



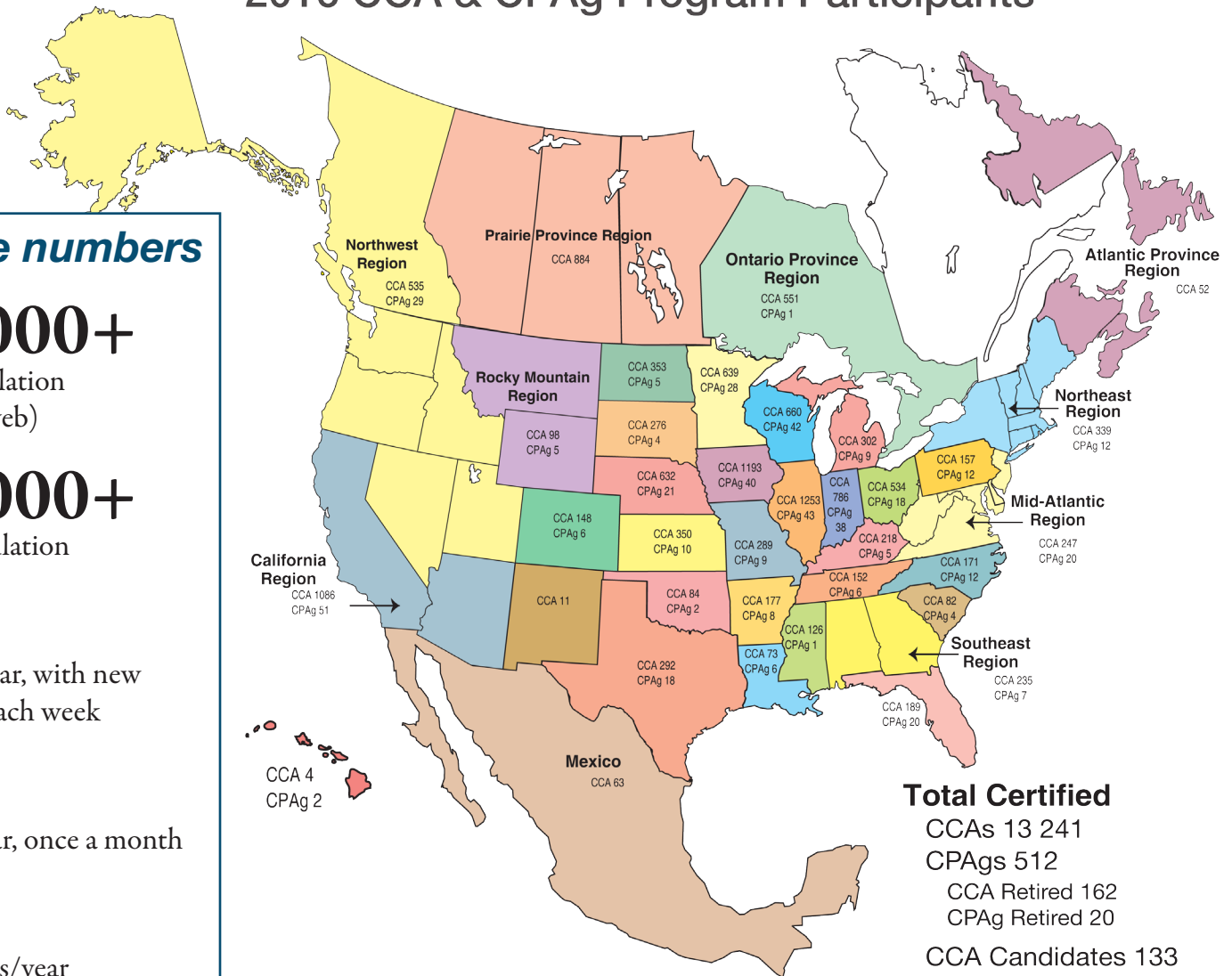


Distribution

Crops & Soils magazine reaches more than 14,000 CCAs, CPag's, and CPSS's in both print and web, but the reach is far greater. **The American Society of Agronomy (ASA) estimates that CCAs directly or indirectly impact 65% of all crop production acres nationwide.**

Additionally, nearly 6,000 ASA members and more than 600 students have access to the web version, and 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.

2016 CCA & CPag Program Participants



By the numbers

20,000+
total circulation
(print + web)

14,000+
print circulation

52+
articles/year, with new
postings each week

12
emails/year, once a month

6
print issues/year

Total Certified
 CCAs 13 241
 CPAGs 512
 CCA Retired 162
 CPAG Retired 20
 CCA Candidates 133

Editorial Calendar and Deadlines

Issue	Region/topics		Ad orders due (Materials due)
May–June 17	<ul style="list-style-type: none"> • Physiology matters in 4R N management of canola integration into semi-arid wheat • Adapting the nitrogen replacement approach to dryland spring wheat in the Pacific Northwest • Nitrogen fertilizer source effects on bahiagrass responses • Organic management in the Prairie Provinces 	<ul style="list-style-type: none"> • Re-inventing Austrian winter peas—towards developing food quality winter peas • Crop Advisors impacted by requirements in the new EPA Worker Protection Standard • Potential of bioenergy cropping systems for soil and water quality improvement. • Effect of P placement on sugarbeet production under strip tillage in southern Idaho 	Apr. 15 (Apr. 28)
July–August 17	Climate and crops Potassium management for cotton Cover crops – and where they fit: Vertical stratification of soil phosphorus as a concern for dissolved P runoff in the Lake Erie Basin	Organic farming and soil physical properties: An assessment after 40 Years Rice fertility in the Mid-South Low-lignin alfalfa	June 15 (June 28)
Sept.–Oct. 17	Wheat Stem Sawfly management in the Plains Managing the Sugarcane Aphid in Grain Sorghum Malt barley in the East Evaluation of alfalfa–tall fescue mixtures across multiple environments	Grain sorghum production in the Mid-Atlantic Brown midrib forage sorghum Importance of soil properties on recommended biosolids management for winter wheat	Aug. 15 (Aug. 28)
Nov.–Dec. 17	Integrating crop systems with livestock Impact of long-time no-till on soil organic carbon/matter - sequestration or simply stratification Expand winter peas (and lentils) from Pacific Northwest to include northern Great Plains Nutrient loss reduction strategies -progress report Impact of consolidation in agriculture (industry, retail, and farmer consolidation)	Herbicide resistance management Seed treatment pesticide drift and impact on pollinators Managing herbicide volatility--Off target movement of dicamba in Missouri How can soil amendments build better soils Subsurface drip irrigation of field crops Go slower, spray more Precision nitrogen management in corn	Oct. 15 (Oct. 28)

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.



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 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

Visits/month: 17,100

Crops & Soils magazine website (<https://dl.sciencesocieties.org/publications/crops-and-soils>)

New articles posted each week.

Crops & Soils magazine monthly e-newsletter

Sent to more than 16,000 certified professionals and students to inform them of the latest content posted to the *Crops & Soils* magazine website.

The Adviser bimonthly e-newsletter

Sent to more than 12,000 CCAs to inform them of the latest professional and CEU opportunities.

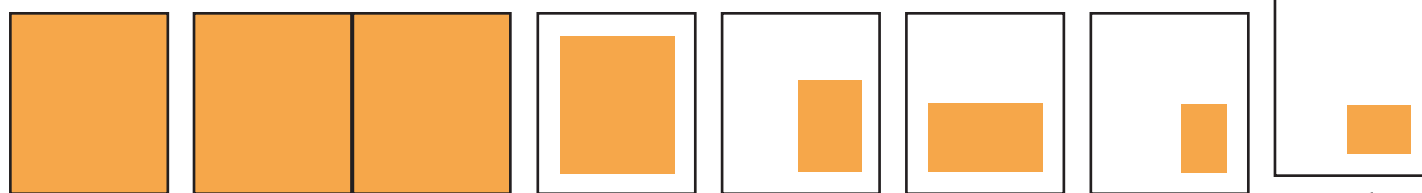
Rate Card and Mechanicals

Rate card: Print

Frequency	2-page spread	Back cover	Inside front cover	Inside back cover	Inside 1 page	Inside ½ page	Inside ¼ 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

Contact Matthew Thomasson (214-291-3656 or matthew@mohanna.com) for more information on unique placements (e.g. bellybands, tip-ins, specials inserts, polybags, etc).

Mechanicals: Print



<p>Full page bleed 8 7/8 x 11 3/8 in Trim Size 8 3/8 x 10 7/8 in</p>	<p>2-page spread 17 1/4 x 11 3/8 in 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>½ page vert. 3 3/8 x 9 in</p>	<p>½ page hor. 7 x 4 1/2 in</p>	<p>¼ page vert. 3 3/8 x 4 3/8 in</p>	<p>¼ page hor. 4 3/8 x 3 3/8 in</p>
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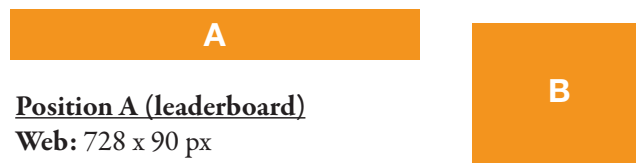
Live area of bleed page ads is 7 7/8 x 10 3/8 in. Place all graphics/text at least 1/2 in from the edge of the ad. Bleeds should extend 18 pt (1/4 in) beyond the page (trim) edge.

Rate card: Electronic

Placement	Frequency	Position	Cost
CCA website	1 month	A (leaderboard)	\$750
		B (button)	\$500
Crops & Soils website	1 month	A (leaderboard)	TBD
		B (button)	TBD
Crops & Soils monthly e-newsletter	1x	A (leaderboard)	TBD
		B (button)	TBD
The Adviser bi-monthly e-newsletter	1x	A (leaderboard)	\$3,500

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: 180 x 150 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.