Crops & Soils

2016–2017 Media Kit

The magazine for certified crop advisers, agronomists, and soil scientists

https://dl.sciencesocieties.org/publications/crops-and-soils

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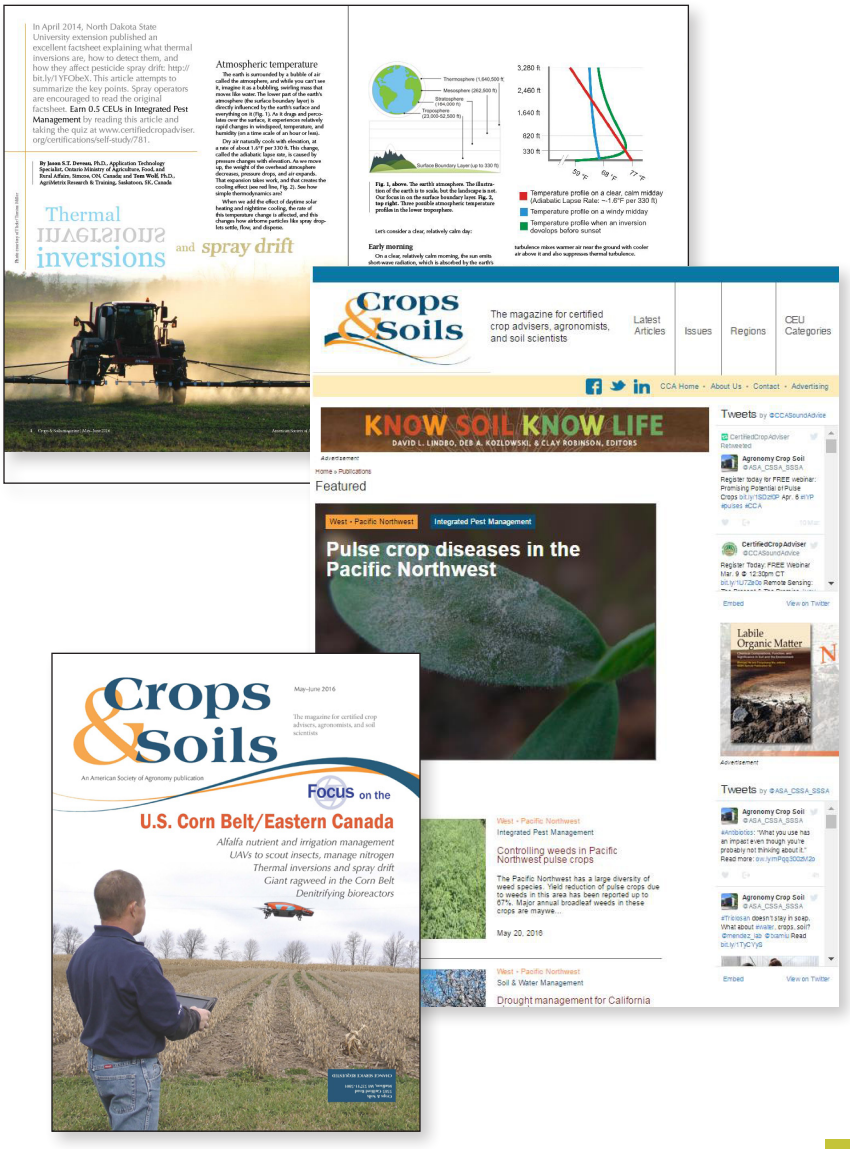
Welcome

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!

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.



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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.**

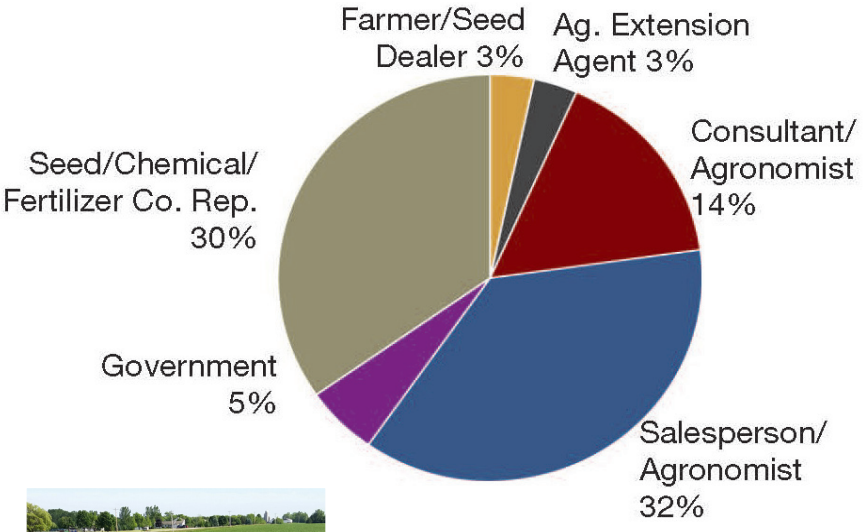
They are influential

- **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



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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 distrubution 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.

By the numbers

20,000+
total circulation (print + web)

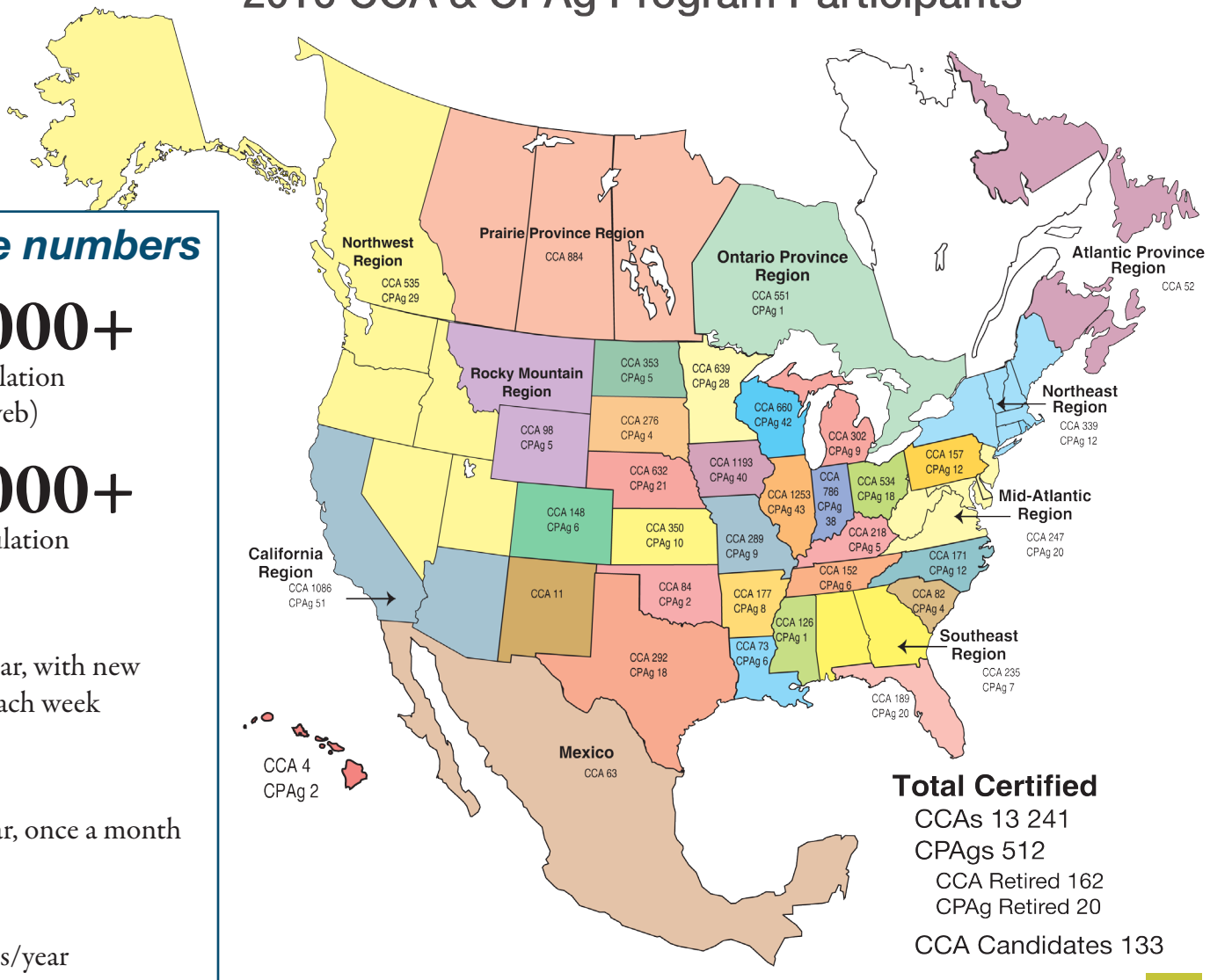
14,000+
print circulation

52+
articles/year, with new postings each week

12
emails/year, once a month

6
print issues/year

2016 CCA & CPAg Program Participants



Total Certified
CCAs 13 241
CPAgs 512
CCA Retired 162
CPAg Retired 20
CCA Candidates 133

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Editorial Calendar and Deadlines

Issue	Region/topics	Ad orders due (Materials due)
Nov.-Dec. 16	**Focus on Precision Ag** • Overview of precision agriculture in the Southern U.S. • Methods for making variable-rate N recommendations Precision pathology - Using spatial data to understand the complexities of plant disease and crop yield • Incorporating irrigation scheduling into precision agriculture: A holistic approach Precision scouting and weed management Precision agriculture economics and decision making: Beyond profitability	Oct. 17 (Oct. 28)
Jan.-Feb. 17	• Low falling numbers in Pacific Northwest wheat • Agronomic importance of mycorrhizae in the soil • Effects of riparian buffer vegetation and width • Sampling depth confounds soil acidification outcomes • Managing soils following flood conditions • Long-term corn residue grazing in a corn-soy rotation • Assessing a fertilizer program: Short- and long-term approaches	Dec. 15 (Dec. 28)
Mar.-Apr. 17	• Effect of phosphorus placement methods and rates on sugarbeet production in southern Idaho • Long-term corn residue grazing improves subsequent soybean yields in a corn–soybean rotation • Palmer Amaranth control and grain sorghum injury with Pyrasulfotole plus Bromoxynil and tank \ mixtures Application of Nitrapyrin with banded urea, urea ammonium nitrate, and ammonia delays nitrification and reduces nitrogen loss in Canadian soils	Feb. 15 (Feb. 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.

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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)

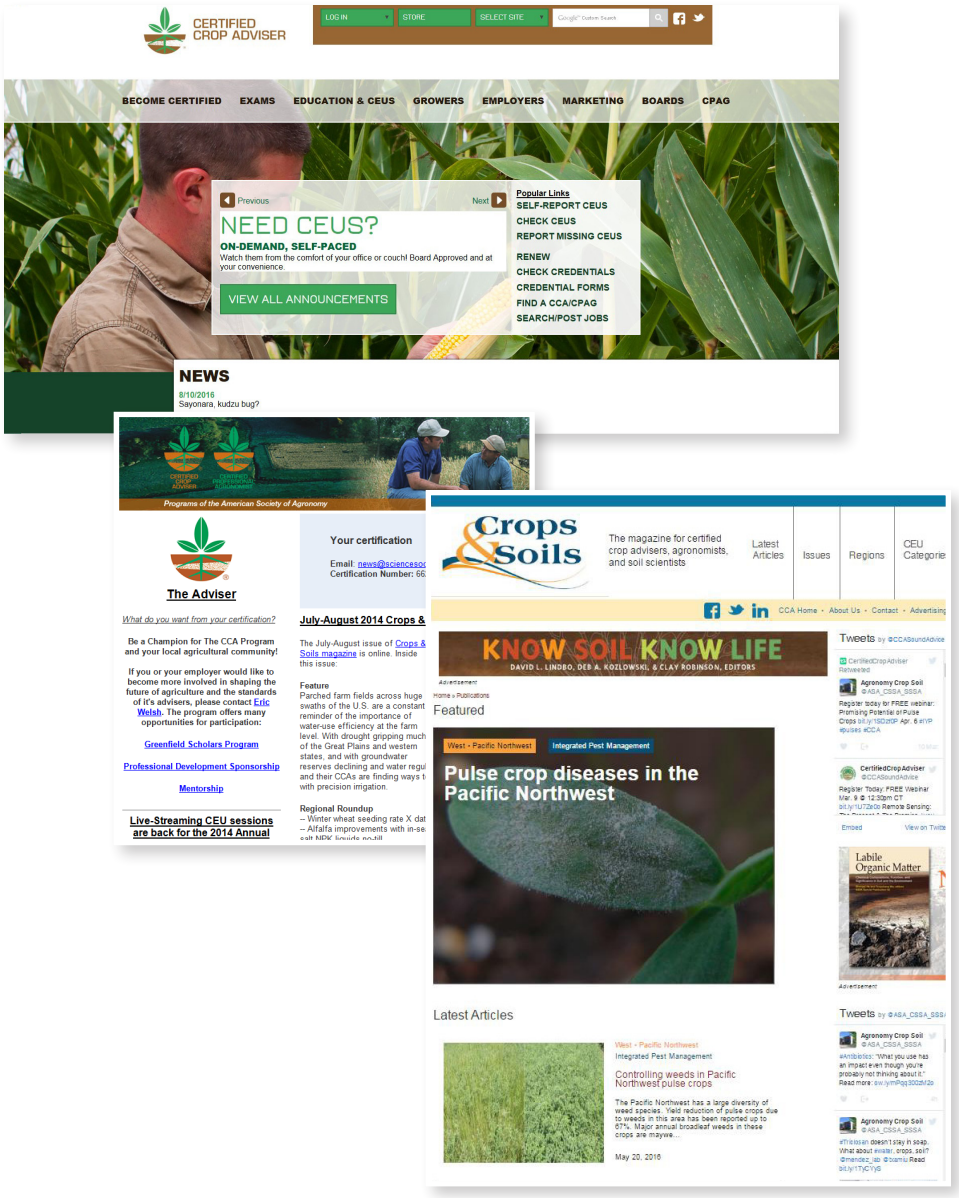
New articles posted each week.

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.



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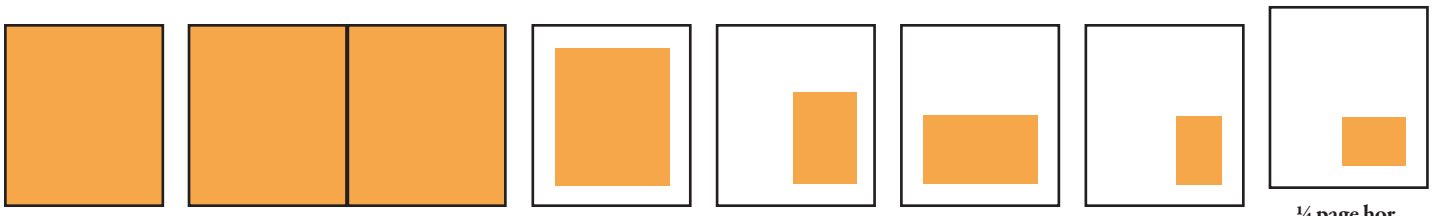
Rate Card and Mechanicals

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



Full page bleed
8⅞ x 11⅜ in
Trim Size
8⅜ x 10⅞ in

2-page spread
17¼ x 11⅜ in
Trim Size
16¾ x 10⅞ in

Full page (no bleed)
7⅜ x 9⅞ in

½ page vert.
3⅜ x 9 in

½ page hor.
7 x 4½ in

¼ page vert.
3⅜ x 4⅔ in

¼ page hor.
4⅔ x 3⅜ in

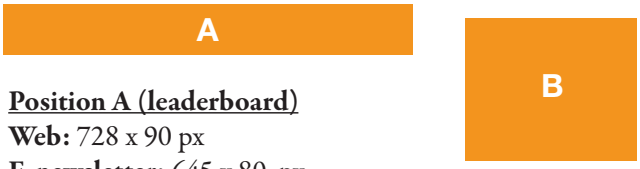
Live area of bleed page ads is 7⅞ x 10⅜ in. Place all graphics/text at least ½ in in from the edge of the ad. Bleeds should extend 18 pt (¼ in) beyond the page (trim) edge.

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.