

Crops, Soils, Agronomy

2016–2017

csa news

MEDIA KIT

Crop Science Society of America | Soil Science Society of America | American Society of Agronomy



<https://dl.sciencesocieties.org/publications/csa-news>

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.

Exciting news

- The Crop Science Society of America (CSSA) is celebrating the International Year of Pulses in 2016, and CSA News magazine is publishing several pulse articles throughout the year.
This year, CSSA and the American Society of Agronomy (ASA) are sponsoring a conference on The Science of Industrial Hemp. CSA News magazine will bring you the latest on this [re]emerging crop!
Over the last year, CSA News magazine has increased the amount of science content: two feature articles each issue, Q&A's with special section or book editors, and 8-12 research summaries each issue.
Look for more member profiles and industry news in the months ahead.
Finally, look for promos of content in upcoming issues in each print issue.

Collage of CSA News magazine covers and articles. Includes: 'Celebrating the 2016 International Year of Pulses', 'Can Plant Breeding Go Open Source?', 'The future of grazing research', 'Conference Looks at Science of Industrial Hemp', and 'Forging the Future of Grassland Research'.

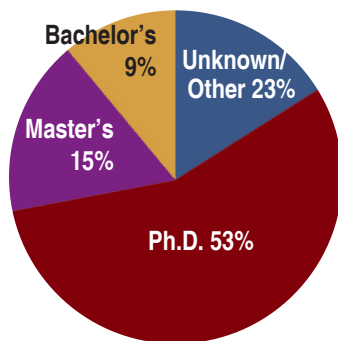
Reader Profile

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.

Reader demographics

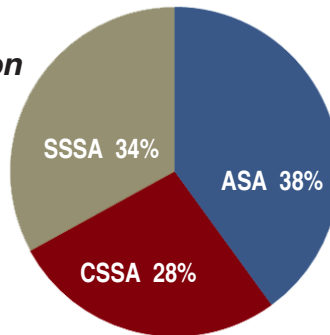
10,000+ individual members

Education



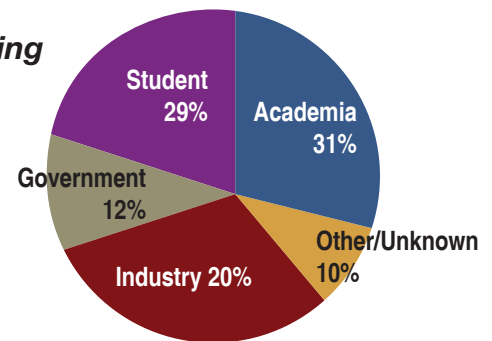
Highest level achieved.

Society Distribution



Members may belong to more than one Society.

Work Setting



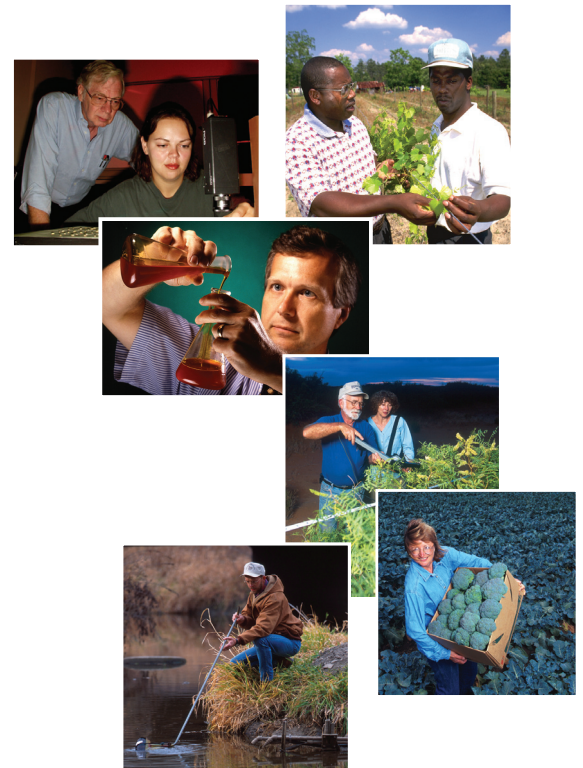
"Student" includes doctoral, master's, and bachelor's degree candidates

Highly Read

- *CSA News* magazine is the top-rated benefit of membership in ASA, CSSA, and SSSA.
- 97% read the magazine, and 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%)



Distribution

The print issue of *CSA News* magazine reaches more than 9,500 members of the American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America, but its reach 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. Additionally, there is a bonus distribution at the International Annual Meeting of ASA, CSSA, and SSSA as well as their smaller specialized conferences and a special mailing to 300+ grad students in February.

Circulation/content

9,500+ 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



Photo courtesy of USDA-NRCS Texas



The Grand Challenge for our organizations is to sustainably improve the human condition for a growing global population in a changing environment.

Editorial Calendar and Deadlines

Issue	Region/topics	Ad orders due (Materials due)	
March 16 <i>mails Feb. 22</i>	<ul style="list-style-type: none"> • Greenseeder: Hand planter could boost productivity for world's poorest farmers • Ecophysiological responses of tall fescue genotypes to fungal endophyte infection and elevated temperature and precipitation 	<ul style="list-style-type: none"> • Journal special section: Antibiotics in Agroecosystems: State of the Science • Research highlights from our journals • Research funding opportunities at the food–water–energy nexus 	February 1 (February 11)
April 16 <i>mails Mar. 22</i>	<ul style="list-style-type: none"> • How is the Chesapeake Bay affected by storm flows from the Conowingo Reservoir? • Cuban bean diversity: Study could lead to new germplasm sources, markets 	<ul style="list-style-type: none"> • Research highlights from our journals • Biophysical measurements and sensors • Millennials and the future of agriculture 	March 1 (March 11)
May 16 <i>mails Apr. 25</i>	<ul style="list-style-type: none"> • The quest for quick cooking beans • Conserving endangered plants by predicting habitat with soil, site data • Research highlights from our journals • Semi-arid dryland cropping systems 	<ul style="list-style-type: none"> • Recap of the PanAfrican Legume Conference and World Cowpea Conference • Conference looks at science of industrial hemp • Finding local application from international research 	Apr. 1 (Apr. 11)
June 16 <i>mails May 23</i>	<ul style="list-style-type: none"> • Phosphorus in the Minnesota River Basin: The debate over its source and ways to mitigate impacts. • Illinois River water quality improvement linked to more efficient corn production 	<ul style="list-style-type: none"> • Kirkham Conference examines root zone: Soil physics and beyond • Industrial Hemp Meeting to Address Research Gaps • Research highlights from our journals 	May 1 (May 11)
July 16 <i>mails June 22</i>	<ul style="list-style-type: none"> • Genotype x Environment special collection in <i>Crop Science</i> 	<ul style="list-style-type: none"> • Research highlights from our journals 	June 1 (June 11)
August 16 <i>mails July 25</i>	<ul style="list-style-type: none"> • Emerging contaminants in agricultural systems • Stream geomorphology and ecohydrological interactions in the Minnesota River Basin • Annual Meeting preview 	<ul style="list-style-type: none"> • Hydrologic impacts of thawing permafrost • Risks and benefits of sharing data • Research highlights from our journals 	July 1 (July 11)
September 16 <i>mails Aug. 25</i>	<ul style="list-style-type: none"> • Translating research findings into practice • Curbing livestock emissions: ammonia, greenhouse gases, and odors. 	<ul style="list-style-type: none"> • By-product Gypsum Uses in Agriculture • Research highlights from our journals 	Aug. 1 (Aug. 11)
October 16 <i>mails Sept. 25</i>	<ul style="list-style-type: none"> • Biofortifying pulse crops/ breeding for nutritional quality • Science of industrial hemp 		Sept. 1 (Sept. 11)
November 16 <i>mails Oct.. 25</i>	<ul style="list-style-type: none"> • Biosolids - research on grasslands / rhizomes • Kernza as a perennial grain crop 	<ul style="list-style-type: none"> • Use of a portable sawmill in forestry class • Research highlights from our journals 	Oct. 1 (Oct. 11)
December 16 <i>mails Nov. 25</i>	<ul style="list-style-type: none"> • Tall fescue research • Code standards 	<ul style="list-style-type: none"> • Soil organic carbon in urban grasslands • Research highlights from our journals • Annual Meeting recap 	Nov. 1 (Nov. 11)
January 17 <i>mails Dec. 26</i>	<ul style="list-style-type: none"> • Benefits/challenges of long term research 	<ul style="list-style-type: none"> • Phosphorus dynamics in volcanic vineyard soil 	Dec. 1 (Dec. 11)
February 17 <i>mails Jan. 26</i>	<ul style="list-style-type: none"> • Climate-smart agriculture - case studies/policy 	<ul style="list-style-type: none"> • NIRS Technology - New methods/uses 	Jan. 1 (Jan. 11)

Subject to change and does not include all articles to be published

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 soil scientists, agronomists, and crop scientists

ASA website (agronomy.org)

Page views/month: 55,000

Visits/month: 22,500

CSSA website (crops.org)

Page views/month: 20,400

Visits/month: 9,540

SSSA website (soils.org)

Page views/month: 59,000

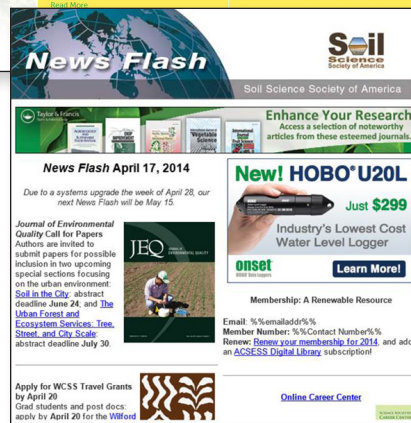
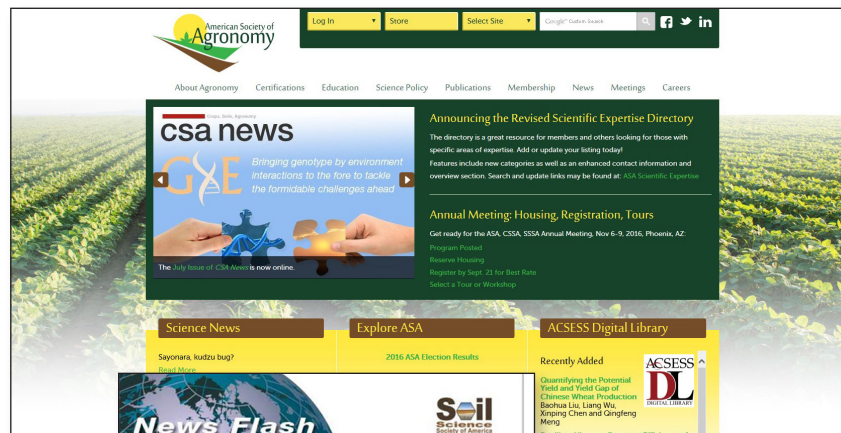
Visits/month: 26,400

News Flash biweekly e-newsletter

Sent to 9,500 members of ASA, CSSA, and SSSA.

Avg. impressions: 4,809

Avg. clickthroughs: 28



Rate Card and Mechanicals

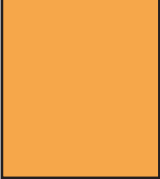
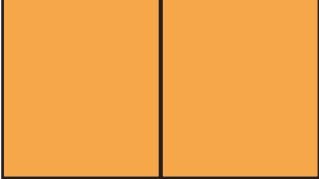





Rate card: Print

Frequency	2-page spread	Back cover	Inside front cover	Inside back cover	Inside 1 page	Inside ½ page	Inside ¼ page
1x	\$5,900	\$3,688	\$3,393	\$2,950	\$2,950	\$1,918	\$1,033
6x	\$5,605	\$3,504	\$3,223	\$2,802	\$2,802	\$1,822	\$981
12x	\$5,428	\$3,393	\$3,122	\$2,714	\$2,714	\$1,765	\$950

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

Live area of bleed page ads is 7 7/8 x 10 3/8 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.




						
Full page bleed 8 7/8 x 11 1/8 in	2-page spread 17 1/4 x 11 1/8 in	Full page (no bleed) 7 7/8 x 9 7/8 in	½ page vert. 3 3/8 x 9 in	½ page hor. 7 x 4 1/2 in	¼ page vert. 3 3/8 x 4 3/8 in	¼ page hor. 4 3/8 x 3 3/8 in
Trim Size 8 3/8 x 10 7/8 in	Trim Size 16 3/4 x 10 7/8 in					

Rate card: Electronic

Placement	Frequency	Position	Cost
agronomy.org	1 month	A (leaderboard)	\$1,500
		B (button)	\$1,000
		C (button)	\$375
crops.org	1 month	A (leaderboard)	\$1,000
		B (button)	\$750
		C (button)	\$250
soils.org	1 month	A (leaderboard)	\$2,000
		B (button)	\$1,500
		C (button)	\$500
News Flash e-newsletter	1x	A (leaderboard)	\$3,000
		B (button)	\$2,500
		C (button)	\$1,000

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	
Position C (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.