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 theme of the 2017 International Annual Meeting of the American Society (ASA), Crop Science Society of America (CSSA), and Soil Science Society of America (SSSA) is “Managing Global Resources for a Secure Future.” See more information at www.acsmeetings.org.

- This year, ASA, CSSA, and SSSA are hosting a “Crop Residues for Advanced Biofuels Workshop” in Sacramento, CA, 15–17 Aug. 2017. See www.crops.org/meetings/crop-residues.

- ASA and CSSA are partnering with the Hemp Industries Association (HIA) in putting on the 24th Annual Conference of HIA at the University of Kentucky in Lexington, 8–11 Sept. 2017.

- Over the last year, the ACSESS Digital Library (dl.sciencesocieties.org) has added five new journals: Agricultural & Environmental Letters, Urban Agriculture & Regional Food Systems, Meat & Muscle Biology, Translational Animal Science, and The Plant Phenome Journal.
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

**Society Distribution**

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

**Work Setting**

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

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

**Education**

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

Highest level achieved.

**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

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Region/topics</th>
<th>Ad orders due (Materials due)</th>
</tr>
</thead>
</table>
| February 17 | • Climate-smart agriculture - case studies/policy  
               • Phosphorus dynamics in volcanic vineyard soil  
               • NIRS technology - New methods/uses  
               • Special section: theses/dissertations from our journals | Jan. 1 (Jan. 11)                       |
|             |                                                                                 |                                        |
| March 17    | • Modeling change in soil organic carbon under future climate conditions  
               • Comparing green manures in no-till crop sequence  
               • Capturing excess nutrients from waterways  
               • CSSA, ASA launch new Plant Phenome Journal  
               • Between Earth and Sky: Climate Change on the Last Frontier | Feb. 1 (Feb. 11)                       |
|             |                                                                                 |                                        |
| April 17    | • Can ancient grains find their way in modern agriculture?  
               • Measuring nitrous oxide emissions from agriculture  
               • European Turfgrass Society Conference Special Section  
               • ‘Crop Residues for Advanced Biofuels’ Workshop | Mar. 1 (Mar. 11)                       |
|             |                                                                                 |                                        |
| May 17      | • Engineered soils  
               • Diversifying cover crop mixtures  
               • Measuring safe seed and grain storage conditions | Apr. 1 (Apr. 11)                       |
|             |                                                                                 |                                        |
| June 17     | • Extraterrestrial soils and space agriculture  
               • Crop wild relatives  
               • Wildlife ecology for Ag students | May 1 (May 11)                         |
|             |                                                                                 |                                        |
| July 17     | • Phosphorus site assessment  
               • International Turfgrass Society Conference  
               • Canola as winter crop in California | June 1 (June 11)                       |
|             |                                                                                 |                                        |
| August 17   | • Malt barley in the East  
               • Synchrotron radiation methods  
               • Arbuscular mycorrhizal fungi and red cedar in Nebraska  
               • Perch mercury and wildfire in Minnesota | July 1 (July 11)                       |
|             |                                                                                 |                                        |
| September 17| • REU as a pathway to soil science  
               • Peas in Montana  
               • Warming temps affect arsenic in rice  
               • Annual Meeting award winners | August 1 (Aug. 11)                     |
|             |                                                                                 |                                        |
| October 17  | • Heat pulse methods for soil analysis  
               • Synchrotron radiation methods  
               • Public sector cultivars  
               • Peanut and wheat intercropping in Georgia  
               • Last issue before the Annual Meeting (bonus distribution at the Annual Meeting) | September 1 (Sept. 1)                  |
|             |                                                                                 |                                        |
| November 17 | • Human health or sorghum  
               • AR sandbox in the classroom | October 1 (Oct. 1)                     |
|             |                                                                                 |                                        |
| December 17 | • Annual Meeting recap  
               • Fate of pesticides | November 1 (Nov. 1)                    |

*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

<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>
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<td>$3,688</td>
<td>$3,393</td>
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<td>$2,714</td>
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<td>$1,765</td>
<td>$950</td>
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</table>

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 1/2 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

### Placement

<table>
<thead>
<tr>
<th>Placements</th>
<th>Frequency</th>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>agronomy.org</td>
<td>1 month</td>
<td>A (leaderboard)</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B (button)</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C (button)</td>
<td>$375</td>
</tr>
<tr>
<td>crops.org</td>
<td>1 month</td>
<td>A (leaderboard)</td>
<td>$1,000</td>
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<td></td>
<td></td>
<td>B (button)</td>
<td>$750</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C (button)</td>
<td>$250</td>
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<tr>
<td>soils.org</td>
<td>1 month</td>
<td>A (leaderboard)</td>
<td>$2,000</td>
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<tr>
<td></td>
<td></td>
<td>B (button)</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>C (button)</td>
<td>$500</td>
</tr>
<tr>
<td>News Flash e-newsletter</td>
<td>1x</td>
<td>A (leaderboard)</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B (button)</td>
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<tr>
<td></td>
<td></td>
<td>C (button)</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

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.