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!

New content published regularly

*Crops & Soils* magazine is published six times a year in print, once a month as an e-newsletter to all *Crops & Soils* readers, and a couple times a month via the website (https://dl.sciencesocieties.org/publications/crops-and-soils).
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**

- Farmer/Seed Dealer 3%
- Ag. Extension Agent 3%
- Consultant/Agronomist 14%
- Salesperson/Agronomist 32%
- Government 5%
- Seed/Chemical/Fertilizer Co. Rep. 30%
- 

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.

By the numbers

20,000+
total circulation (print + web)

14,000+
print circulation

52+
articles/year, with new postings each week

12
e-mails/year, once a month

6
print issues/year
# Editorial Calendar and Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Region/topics</th>
<th>Ad orders due (Materials due)</th>
</tr>
</thead>
</table>
| Sept-Oct 18 | • Leveraging soil and root microbiota for integrated pest management  
• Erosion in no-till systems  
• Seed treatment pesticide drift  
• Plant growth regulators  
• Variability in soil chemical properties in vineyards irrigated with water sources with different quality | Aug. 15 (Aug. 28)            |
|             | • Cover crops drill interseeded into corn in the Mid-Atlantic  
• Can stabilized nitrogen fertilizer sources reduce losses through multiple loss pathways?  
• Nitrogen balances can help fine-tune N management |                             |
| Nov-Dec 18  | • Transitional no-till  
• Managing pyrethroid and Bt resistant bollworm in southern US cotton  
• Canopy sensing for corn nitrogen recommendations: Does it work?  
• Soil health assessments: How and why? | Oct. 15 (Oct. 28)            |
|             | • Evolution and adoption of direct cut canola in western Canada  
• 4R article: zinc  
• Best fertilizer practices for efficient and effective phosphorus use |                             |
| Jan-Feb 19  | • The effect of variable rate N on corn yield and NUE  
• 4R article: Boron  
• Opportunities that annual forages offer  
• Fungicide resistance in field crops | Dec. 15 (Dec. 28)            |
|             | • Factors affecting nitrogen availability and variability in cornfields  
• Corn era hybrid macronutrient and dry matter accumulation in plant components  
• Introducing direct root-zone deficit irrigation to conserve water and enhance grape quality in the Pacific Northwest |                             |

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 throughout the month.

*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

<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>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$6,240</td>
<td>$3,900</td>
<td>$3,588</td>
<td>$3,120</td>
<td>$3,120</td>
<td>$2,028</td>
<td>$1,092</td>
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<tr>
<td>3x</td>
<td>$17,784</td>
<td>$11,115</td>
<td>$10,227</td>
<td>$8,892</td>
<td>$8,892</td>
<td>$5,781</td>
<td>$3,111</td>
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<tr>
<td>6x</td>
<td>$34,446</td>
<td>$21,528</td>
<td>$19,806</td>
<td>$17,220</td>
<td>$17,220</td>
<td>$11,196</td>
<td>$6,030</td>
</tr>
</tbody>
</table>

Contact Eric Welsh (608-273-8081 or ewelsh@sciencesocieties.org) for more information on unique placements (e.g. bellybands, tip-ins, specials inserts, polybags, etc).

Mechanicals: Print

- Full page bleed: 8 7/8 x 11 3/8 in
  - Trim Size: 8 3/8 x 10 7/8 in

- 2-page spread: 17 1/4 x 11 3/8 in
  - Trim Size: 16 3/4 x 10 7/8 in

- Full page (no bleed): 7 7/8 x 9 3/4 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 3/4 in

- ¼ page hor: 4 2/3 x 3 3/4 in

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

<table>
<thead>
<tr>
<th>Placement</th>
<th>Frequency</th>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCA website</td>
<td>1 month</td>
<td>A (leaderboard)</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B (button)</td>
<td>$750</td>
</tr>
<tr>
<td>Crops &amp; Soils website</td>
<td>1 month</td>
<td>A (leaderboard)</td>
<td>TBD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B (button)</td>
<td>TBD</td>
</tr>
<tr>
<td>Crops &amp; Soils monthly e-newsletter</td>
<td>1x</td>
<td>A (leaderboard)</td>
<td>TBD</td>
</tr>
<tr>
<td>The Adviser bi-monthly e-newsletter</td>
<td>1x</td>
<td>A (leaderboard)</td>
<td>$3,500</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: 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.