Exciting news

• This year, ASA and CSSA are jointly meeting in November in Baltimore for an Annual Meeting with the theme "Enhancing Productivity in a Changing Climate." See more information at www.acsmeetings.org. SSSA will be meeting in San Diego in January 2019 with the Canadian Society of Soil Science and the Mexican Society of Soil Science with the theme “Soils across Latitudes”. See www.sacmeetings.org.

• In June, ASA will be hosting a “Sustainable Agronomy Conference” in Madison, WI. See www.agronomy.org/meetings/sustainable-agronomy.

• The ACSESS Digital Library (dl.sciencesocieties.org) is adding a new journal this year: Agrosystems, Geosciences & Environment.
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**

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

*Highest level achieved.*

**Society Distribution**

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

*Members may belong to more than one Society.*

**Work Setting**

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

“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

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 18 | **Participatory research in agronomy and soil science**  
              **Theses and dissertations**  
              **Mudsnail stable isotopes** | Jan. 1 (Jan. 11)              |
| March 18    | **Tradeoffs in ag management**  
              **Women farmers**  
              **Maize yield potential** | Feb. 1 (Feb. 11)              |
| April 18    | **Alternative uses for marginal cropland**  
              **Precision phenotyping**  
              **Molecular markers**  
              **Soy/Ruzigrass** | Mar. 1 (Mar. 11)              |
| May 18      | **Natural language processing**  
              **Salt water intrusion**  
              **Special section of papers on the "root zone"** | Apr. 1 (Apr. 11)              |
| June 18     | TBD                                               | May 1 (May 11)                |
| July 18     | TBD                                               | June 1 (June 11)              |
| August 18   | TBD                                               | July 1 (July 11)              |
| September 18| **Annual Meeting preview**                       | August 1 (Aug. 11)           |
| October 18  | **Last issue before the Annual Meeting (bonus distribution at the Annual Meeting)** | September 1 (Sept. 11)       |
| November 18 | TBD                                               | October 1 (Oct. 11)           |
| December 18 | **Annual Meeting recap**                         | November 1 (Nov. 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

<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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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

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