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

- 2019 will feature two major meetings: (i) The first-ever International Soils Meeting in January with the Canadian Society of Soil Science and the Mexican Society of Soil Science with the theme “Soils across Latitudes” (see www.sacmeetings.org); and (ii) the ASA, CSSA, and SSSA International Annual Meeting in November with the theme “Embracing the Digital Environment” (see www.acsmmeetings.org).

- In July, ASA will be hosting its second “Sustainable Agronomy Conference” in Omaha, NE. See www.agronomy.org/meetings/sustainable-agronomy.

- CSA News magazine will be rolling out a new column this year: The Federal Corner. It will feature the impact of the collaboration between the Societies and numerous federal agencies.
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%
- SSSA 34%
- CSSA 28%
- Other/Unknown 23%

**Education**

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

**Work Setting**

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

“Student” includes doctoral, master’s, and bachelor’s degree candidates

Members may belong to more than one Society.

**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%)
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>
<tbody>
<tr>
<td>January 19</td>
<td>• Pollinator abundance in cattle pastures. • Drip irrigation in rice.</td>
<td>Dec. 1 (Dec. 11)</td>
</tr>
<tr>
<td>mails Dec. 23</td>
<td>• Glyphosate and phosphate interactions in soils. • 2018 Annual Meeting Highlights</td>
<td></td>
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<tr>
<td>February 19</td>
<td>• International collaboration; Overcoming challenges and keys to success • Theses and dissertations</td>
<td>Jan. 1 (Jan. 11)</td>
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<tr>
<td>mails Jan. 23</td>
<td>• VZJ special section on long term hydrology studies • Climate ready staple crops</td>
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<tr>
<td>March 19</td>
<td>• Bridging among disciplines by synthesizing soil and plant processes • New proximal sensing technique for soil aggregate stability</td>
<td>Feb. 1 (Feb. 11)</td>
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<tr>
<td>mails Feb. 22</td>
<td>• Highlights from the International Soils Meeting</td>
<td></td>
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<tr>
<td>April 19</td>
<td>• Yield-based fertilizer N recommendations in corn • Building a University in Ethiopia from the ground up to train farmers</td>
<td>Mar. 1 (Mar. 11)</td>
</tr>
<tr>
<td>mails Mar. 22</td>
<td>• Ancient soils: An archaeological perspective</td>
<td>Apr. 1 (Apr. 11)</td>
</tr>
<tr>
<td>May 19</td>
<td>• Sustainable Agronomy Conference Preview</td>
<td>May 1 (May 11)</td>
</tr>
<tr>
<td>mails Apr. 24</td>
<td>• Profile of Betty Klepper</td>
<td>June 1 (June 11)</td>
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<tr>
<td>June 19</td>
<td>• Organic nutrients; Managing manure, compost, and other organic inputs</td>
<td>July 1 (July 11)</td>
</tr>
<tr>
<td>mails May 22</td>
<td>• ASA–CSSA Annual Meeting preview • Sustainable Agronomy Conference Recap • 350th anniversary of phosphorus</td>
<td>August 1 (Aug. 11)</td>
</tr>
<tr>
<td>July 19</td>
<td>• Canola oil for human health</td>
<td></td>
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<tr>
<td>mails June 22</td>
<td>• Planning for future droughts: Can the Midwest learn from the Southwest?</td>
<td>September 1 (Sept. 11)</td>
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<tr>
<td>August 19</td>
<td>• Climate change: Breeding crops and managing soil for future climate conditions</td>
<td>October 1 (Oct. 11)</td>
</tr>
<tr>
<td>mails July 22</td>
<td>• What works in interdisciplinary research: bringing together reserachers from different disciplines to answer big questions</td>
<td>November 1 (Nov. 11)</td>
</tr>
</tbody>
</table>

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

Eric Welsh • 608-273-8081 • ewelsh@sciencesocieties.org
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>
<td>$5,900</td>
<td>$3,688</td>
<td>$3,393</td>
<td>$2,950</td>
<td>$2,950</td>
<td>$1,918</td>
<td>$1,033</td>
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<td>6x</td>
<td>$5,605</td>
<td>$3,504</td>
<td>$3,223</td>
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<td>$3,122</td>
<td>$2,714</td>
<td>$2,714</td>
<td>$1,765</td>
<td>$950</td>
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</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

Live area of bleed page ads is 7 7/8 x 10 3/8 in. Place all graphics/text at least 1/2 in in from the edge of the ad. Bleeds should extend 1/4 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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</thead>
<tbody>
<tr>
<td>agronomy.org</td>
<td>1 month</td>
<td>A (leaderboard)</td>
<td>$1,500</td>
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<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>
</tr>
<tr>
<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>
</tr>
<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>
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<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.