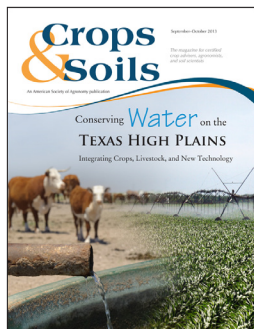


Crops & Soils magazine:

The magazine for certified crop advisers, agronomists, and soil scientists

Circulation: 14,000+ print edition 20,000+ electronic edition

www.agronomy.org/publications/cropsandsoils



Certified crop advisers, agronomists, and practicing soil scientists turn to one source for the information they need—*Crops & Soils* magazine, published by the American Society of Agronomy. *Crops & Soils* magazine focuses on solutions to the daily challenges facing those working in the field. More than 14,000 certified professionals and 6,000 members of the American Society of Agronomy (including more than 2,000 agronomy, crops, and soils students) receive this magazine, which is published 6 times a year.

Crops & Soils readers 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.

Career Center

Job postings are published online at www.careerplacement.org and in the Career Center section. Pricing will remain the same if you opt out of the online publishing. Pricing will remain the same if you opt out of the online publishing. Printed ads containing more than 3,000 characters are considered display listings and are available at the standard display ad rate (see below).

B.S., M.S., Ph.D., Postdoctoral level positions:

\$850 per month for up to 3,000 characters print +online)

\$1,500 per month for up to 3,000 characters (print + online + *CSA News* magazine)

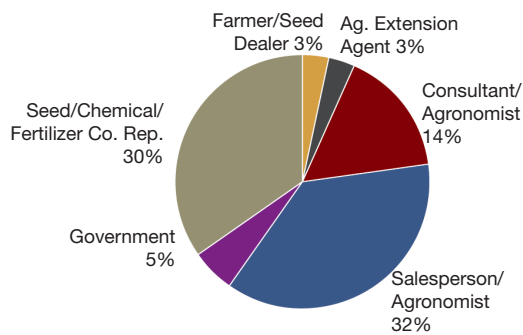
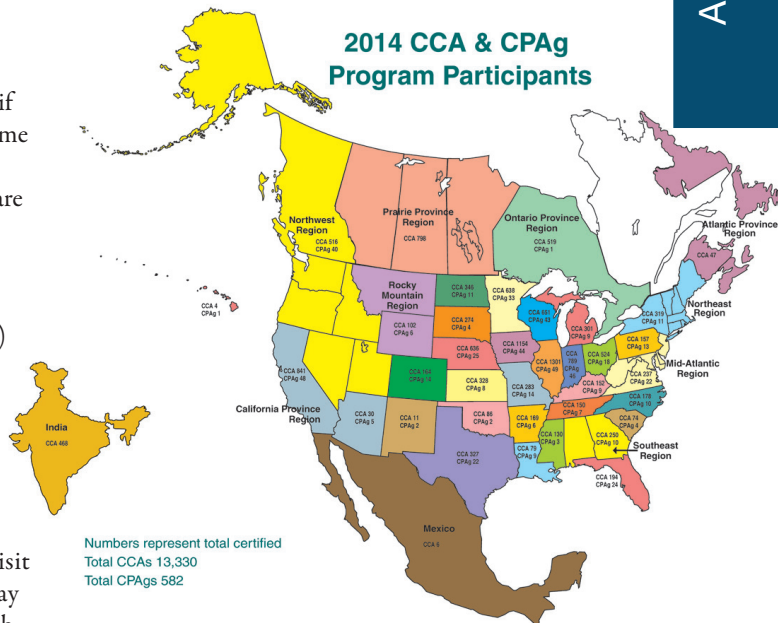
Internship/Assistantships:

\$250 per month for up to 1,200 characters

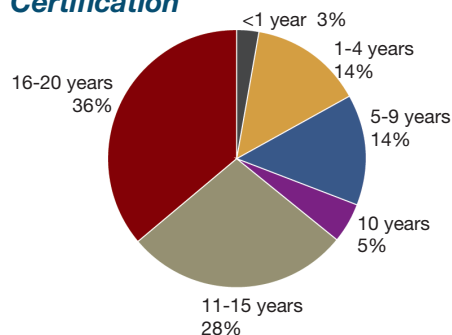
To list a job, and find additional details and rate packages, visit www.careerplacement.org and click on "Employers." You may contact jobs@sciencesocieties.org or call 608-268-4952 with any questions.

Purchasing and Buying Power

- 74% specify or recommend products and services to clients and customers.
- Top 8 list of products specified or recommended:
 - Chemicals/fertilizers
 - Seeds
 - Herbicides and spray equipment
 - Consulting services
 - Seed treatment systems
 - Tilling and harvesting equipment
 - Farm equipment & machinery
 - Watering equipment and testing devices
- Most specify, recommend, approve, purchase, or influence between \$1 and \$5 million in products and services every year.



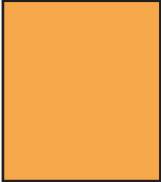
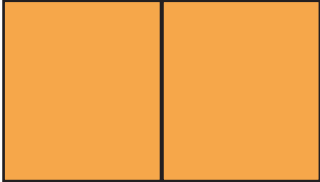



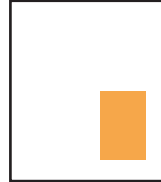

Length of Certification



ASA • SSSA

Crops & Soils

Crops & Soils Magazine Print Ad Sizes

						
Full page bleed 639 x 819 pt 8 7/8 x 11 3/8 in Trim Size 603 x 783 pt 8 3/8 x 10 7/8 in	2-page spread 1242 x 819 pt 17 1/4 x 11 3/8 in Trim Size 1206 x 783 pt 16 3/4 x 10 7/8 in	Full page (no bleed) 531 x 711 pt 7 3/8 x 9 7/8 in	1/2 page vert. 244 x 652 pt 3 3/8 x 9 in	1/2 page hor. 507 x 330 pt 7 x 4 1/2 in	1/4 page vert. 244 x 320 pt 3 3/8 x 4 3/8 in	1/4 page hor. 332 x 250 pt 4 1/8 x 3 3/8 in

Live area of bleed page ads is 567 x 747 pt (7 7/8 x 10 3/8 in).

Place all graphics/text at least 36 pt (1/2 in) in from the edge of the ad.

Mechanicals

- All ads are subject to the publisher's approval.
- Bleed page size is 639 x 819 pt (8 7/8 x 11 3/8 in). Trim size is 603 x 783 pt (8 3/8 x 10 7/8 in). Bleeds should extend 18 pt (1/4 in) beyond the page (trim) edge.
- Live area is 567 x 747 pt (7 7/8 x 10 3/8 in). Place all graphics/text at least 36 pt (1/2 in) from the outer edge of the ad.
- Please submit all display ads as a print-ready PDF file:
 - Embed all fonts
 - 300 dpi or higher
 - RGB colors only. Files created in CMYK or pantone will be converted to RGB; we accept no responsibility for the color accuracy of converted files.

Rate Card

Frequency	2-page spread	Back cover	Inside front cover	Inside back cover	Inside 1 page	Inside 1/2 page	Inside 1/4 page
1x	\$6,240	\$3,900	\$3,588	\$3,120	\$3,120	\$2,028	\$1,092
6x	\$5,928	\$3,705	\$3,409	\$2,964	\$2,964	\$1,927	\$1,037
12x	\$5,741	\$3,588	\$3,301	\$2,870	\$2,870	\$1,866	\$1,005

Contact McCall Mohanna (214-291-3651 or mccall@mohanna.com) for more information on unique placements (e.g. bellybands, tip-ins, specials inserts, polybags, etc).

Display ad deadlines

There are 6 issues/year (Jan.-Feb., Mar.-Apr., May-June, July-Aug., Sept.-Oct., and Nov.-Dec.) Insertion orders due on the 15th of the month preceding publication (e.g., February 15 for the March-April issue). Artwork is due the 28th of the month preceding publication.

Contacts

Advertisers

McCall Mohanna
214-291-3651 or
mccall@mohanna.com

Editorial

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