



# Crops & Soils

2018-2019  
MEDIA  
KIT

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





# 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

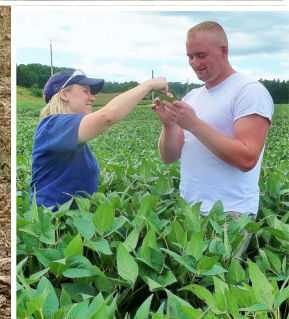
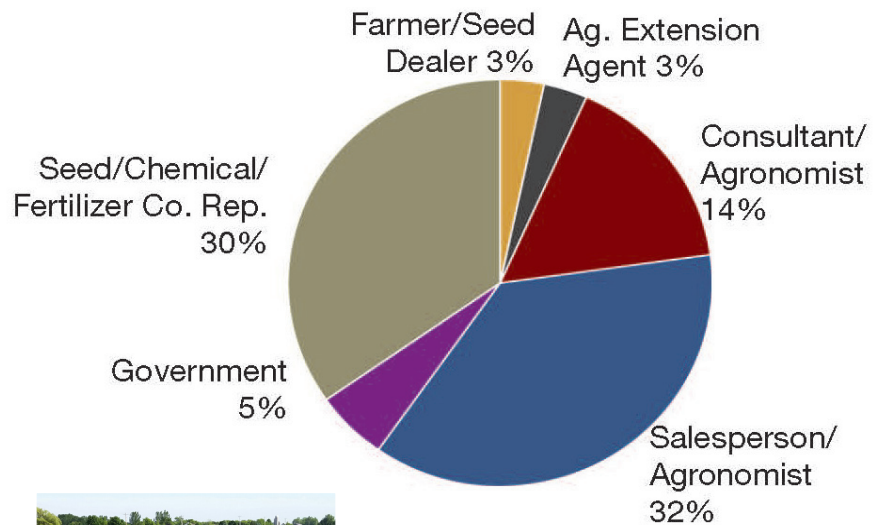
- 62% read every print issue, and 23% read between 3 to 5 issues/year.
- 75% rate *Crops & Soils* magazine as the top-rated or second best industry magazine and use the content in *Crops & Soils* magazine in their jobs.

## 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





# Distribution

*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.

## 2018 CCA & CPAg Program Participants

### By the numbers

**20,000+**

total circulation  
(print + web)

**14,000+**

print circulation

**52+**

articles/year, with new  
postings each week

**12**

emails/year, once a month

**6**

print issues/year



### Total Certified

- CCAs 13 503
- CPAGs 479
- CCA Retired 199
- CPAg Retired 15
- CCA Candidates 138
- 4R NMS 284
- SSp 91
- RMS 79
- MM 25

## Editorial Calendar and Deadlines

| Issue       | Region/topics  | Ad orders due (Materials due)   |                   |
|-------------|--|---|-------------------|
| Mar-Apr 18  | <ul style="list-style-type: none"> <li>• How might precision planting and fertilizer placement systems affect the way a crop advisor collects soil samples?</li> <li>• Subsurface drip irrigation for field crops in Ontario</li> <li>• Drift awareness and prevention: Adding specialty crop maps and data to your communication toolbox</li> <li>• Climate and crops</li> </ul>  | <ul style="list-style-type: none"> <li>• Sensor-based nitrogen fertilization for midseason rice production in Missouri</li> <li>• Twenty years of grain sorghum and soybean yield response to tillage and N fertilization of a claypan soil</li> <li>• Why is soil organic matter so important?</li> </ul>  | Feb. 15 (Feb. 28) |
| May-June 18 | <ul style="list-style-type: none"> <li>• Water management strategies under water-limited environments</li> <li>• Evaluating grass–legume forage mixtures across different environments</li> <li>• Sustainable Agronomy Conference for CCAs to be held in June</li> <li>• Watershed-scale phosphorus balances to establish reasonable water quality expectations</li> <li>• Carbon: The next frontier in fertilization?</li> <li>• Residual effects of nitrogen application and legume crops on the economics of spring wheat and canola</li> </ul> | <ul style="list-style-type: none"> <li>• Biosolids and conservation tillage: Long-term effects on grain and straw yield in dryland wheat</li> <li>• Influence of droplet size of foliar-applied nitrogen on grain protein of hard red winter wheat</li> <li>• Spring wheat response to simulated glyphosate drift</li> <li>• Evaluation of alfalfa–tall fescue mixtures across multiple environments</li> <li>• Introducing direct root-zone deficit irrigation to conserve water and enhance grape quality in the Pacific Northwest</li> </ul> | Apr. 15 (Apr. 28) |
| July-Aug 18 | <ul style="list-style-type: none"> <li>• Pulse crop disease management</li> <li>• Development of a Pacific Northwest Biochar Atlas: Translating the results of biochar studies into usable information for growers</li> <li>• Sprayer productivity</li> <li>• Erosion in conventional vs. no-till systems</li> <li>• Tools/strategies available to producers when water availability is less than optimum?</li> </ul>  | <ul style="list-style-type: none"> <li>• Inoculation and nitrogen management to optimize pulse crop yield and protein in response to inoculation problems that appeared last year</li> <li>• Alkaline biochar amendment increased soil pH, carbon, and wheat-pea yields</li> </ul>  | June 15 (June 28) |
| Sept-Oct 18 | <ul style="list-style-type: none"> <li>• Resistant weed management</li> <li>• Insecticide/Bt resistance in corn earworm</li> <li>• Fungicide resistance in field crops</li> <li>• Evaluation of cover crops drill interseeded into corn across the Mid-Atlantic</li> </ul>   | <ul style="list-style-type: none"> <li>• Nutrient use efficiency</li> <li>• Seed treatment pesticide drift: Impact on pollinators</li> <li>• Evolution and adoption of direct cut canola in western Canada.</li> </ul>  | Aug. 15 (Aug. 28) |
| Nov-Dec 18  | <ul style="list-style-type: none"> <li>• Opportunities that annual forages offer</li> <li>• Nutrient use efficiency</li> <li>• Dry bean fertilization with nitrogen</li> <li>• Humic products</li> </ul>   | <ul style="list-style-type: none"> <li>• No-till erosion</li> <li>• Plant growth regulators – what agronomists need to know</li> <li>• Flea beetle management of canola on the Prairies</li> </ul>  | Oct. 15 (Oct. 28) |

*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](http://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.

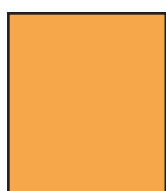
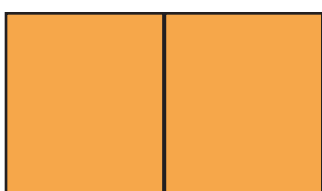

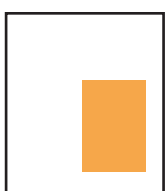
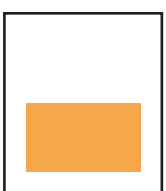
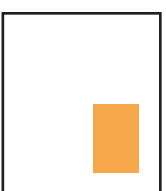

# Rate Card and Mechanicals

## Rate card: Print

| Frequency | 2-page spread | Back cover | Inside front cover | Inside back cover | Inside 1 page | Inside ½ page | Inside ¼ page |
|-----------|---------------|------------|--------------------|-------------------|---------------|---------------|---------------|
| 1x        | \$6,240       | \$3,900    | \$3,588            | \$3,120           | \$3,120       | \$2,028       | \$1,092       |
| 3x        | \$17,784      | \$11,115   | \$10,227           | \$8,892           | \$8,892       | \$5,781       | \$3,111       |
| 6x        | \$34,446      | \$21,528   | \$19,806           | \$17,220          | \$17,220      | \$11,196      | \$6,030       |

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

|  |  |  |  |   |  |  |
|--|--|--|--|---|--|--|
|     |    |  |  |  |  |  |
| <b>Full page bleed</b><br>8 7/8 x 11 3/8 in<br><b>Trim Size</b><br>8 3/8 x 10 7/8 in | <b>2-page spread</b><br>17 1/4 x 11 3/8 in<br><b>Trim Size</b><br>16 3/4 x 10 7/8 in | <b>Full page (no bleed)</b><br>7 3/8 x 9 7/8 in                                    | <b>½ page vert.</b><br>3 3/8 x 9 in  | <b>½ page hor.</b><br>7 x 4 1/2 in  | <b>¼ page vert.</b><br>3 3/8 x 4 3/8 in  | <b>¼ page hor.</b><br>4 3/8 x 3 3/8 in   |

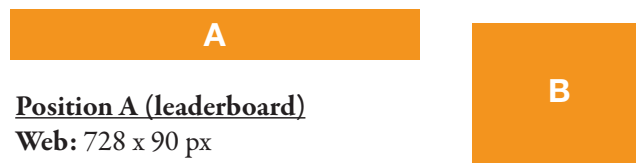

Live area of bleed page ads is 7 7/8 x 10 3/8 in. Place all graphics/text at least 1/2 in in from the edge of the ad. Bleeds should extend 1/4 in beyond the page (trim) edge. **Please do not include crop marks between trim and bleed.**

## Rate card: Electronic

| Placement                           | Frequency | Position        | Cost    |
|-------------------------------------|-----------|-----------------|---------|
| CCA website                         | 1 month   | A (leaderboard) | \$750   |
|                                     |           | B (button)      | \$500   |
| Crops & Soils website               | 1 month   | A (leaderboard) | TBD     |
|                                     |           | B (button)      | TBD     |
| Crops & Soils monthly e-newsletter  | 1x        | A (leaderboard) | TBD     |
|                                     |           | B (button)      | TBD     |
| The Adviser bi-monthly e-newsletter | 1x        | A (leaderboard) | \$3,500 |

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.