

Crops, Soils, Agronomy

2018-2019

**MEDIA
KIT**

csa news

Crop Science Society of America | Soil Science Society of America | American Society of Agronomy



<https://dl.sciencesocieties.org/publications/csa-news>

csa news

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

- 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.acsmmeetings.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*.

Science

Celebrating the 2016 INTERNATIONAL YEAR OF PULSES

The United Nations declared 2016 the International Year of Pulses (IYP). Pulses are an essential and ancient part of the food basket, and are a staple for the people—and other animals—around the world. Pulses are a source of protein and fiber, and are also a source of vitamins and minerals. They are also a source of energy and are easy to store. They are also a source of protein and fiber, and are also a source of vitamins and minerals. They are also a source of energy and are easy to store.

What Are Pulses? Why Are They So Important?

Pulses are a source of protein and fiber, and are also a source of vitamins and minerals. They are also a source of energy and are easy to store. They are also a source of protein and fiber, and are also a source of vitamins and minerals. They are also a source of energy and are easy to store.

Open-Source Agronomy

csa news November 2015

Open-Source Agronomy

Soil Science, Soil Magazine

Crop Science Society of America

Society of Agronomy

American Society of Agronomy

Can Plant BREEDING Go Open SOURCE?

Open-Source Agronomy

Soil Science, Soil Magazine

Crop Science Society of America

Society of Agronomy

American Society of Agronomy

6 I think the growth potential for our industry isn't in a can or a package but is really in the ingredient.

North Dakota has been making headlines with its soybean production. The number of production acres in the state has increased significantly, and the state is now a major producer of soybeans. This is a significant achievement for the state and for the industry as a whole.

News & Perspectives

Conference Looks at Science of Industrial Hemp

The American Society of Agronomy is hosting a conference on the science of industrial hemp. The conference will focus on the latest research and developments in the field of industrial hemp. It will be a great opportunity for researchers and industry professionals to share their knowledge and experiences.

The future of grazing research

Forging the Future of Grassland Research

With all the talk about climate change and the need to reduce greenhouse gas emissions, there is a growing interest in the role of grazing in agriculture. This is a complex issue that requires a multidisciplinary approach. Researchers from different disciplines are working together to understand the science of grazing and its impact on the environment.

Team (left) receives Bill Steiner award

The team of researchers who received the Bill Steiner award for their work on grazing research. Their work has been recognized as one of the most significant contributions to the field in recent years.

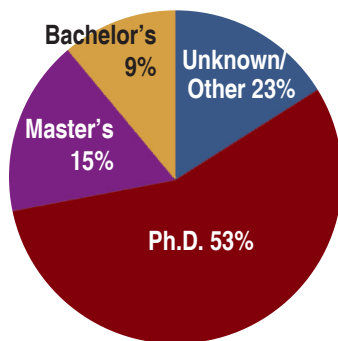
Reader Profile

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

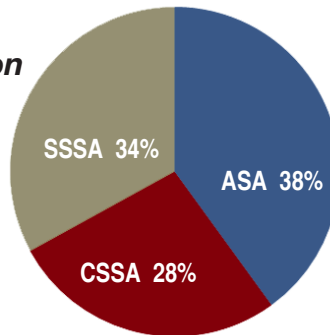
10,000+ individual members

Education



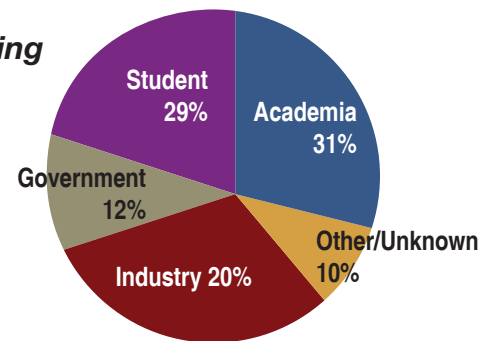
Highest level achieved.

Society Distribution



Members may belong to more than one Society.

Work Setting



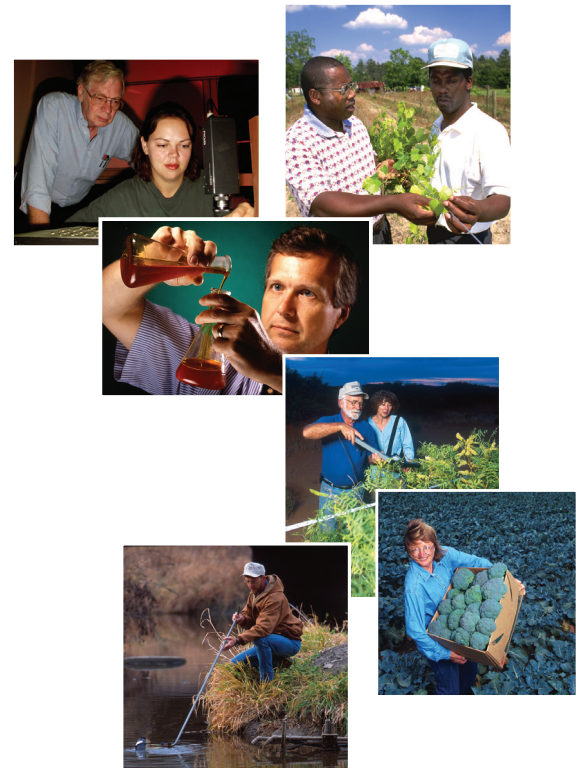
"Student" includes doctoral, master's, and bachelor's degree candidates

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



Photo courtesy of USDA-NRCS Texas



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

Issue	Region/topics	Ad orders due (Materials due)	
February 18 <i>mails Jan. 23</i>	<ul style="list-style-type: none"> • Participatory research in agronomy and soil science • Theses and dissertations 	<ul style="list-style-type: none"> • Mudsnil stable isotopes 	Jan. 1 (Jan. 11)
March 18 <i>mails Feb. 22</i>	<ul style="list-style-type: none"> • Tradeoffs in ag management • Women farmers 	<ul style="list-style-type: none"> • Maize yield potential 	Feb. 1 (Feb. 11)
April 18 <i>mails Mar. 22</i>	<ul style="list-style-type: none"> • Alternative uses for marginal cropland • Precision phenotyping 	<ul style="list-style-type: none"> • Molecular markers • Soy/Ruzigrass 	Mar. 1 (Mar. 11)
May 18 <i>mails Apr. 24</i>	<ul style="list-style-type: none"> • Natural language processing • Salt water intrusion 	<ul style="list-style-type: none"> • Special section of papers on the “root zone” 	Apr. 1 (Apr. 11)
June 18 <i>mails May 22</i>	TBD		May 1 (May 11)
July 18 <i>mails June 22</i>	TBD		June 1 (June 11)
August 18 <i>mails July 22</i>	TBD		July 1 (July 11)
September 18 <i>mails Aug. 22</i>	<ul style="list-style-type: none"> • Annual Meeting preview 		August 1 (Aug. 11)
October 18 <i>mails Sept. 22</i>	<ul style="list-style-type: none"> • Last issue before the Annual Meeting (bonus distribution at the Annual Meeting) 		September 1 (Sept. 11)
November 18 <i>mails Oct. 22</i>	TBD		October 1 (Oct. 11)
December 18 <i>mails Nov. 22</i>	<ul style="list-style-type: none"> • 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

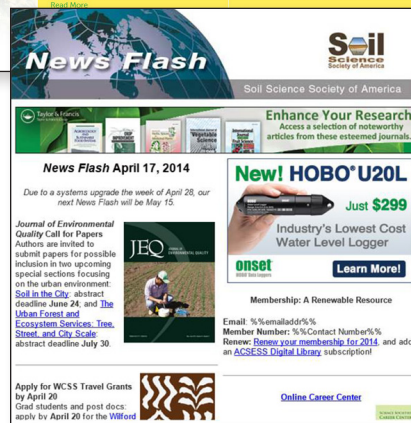
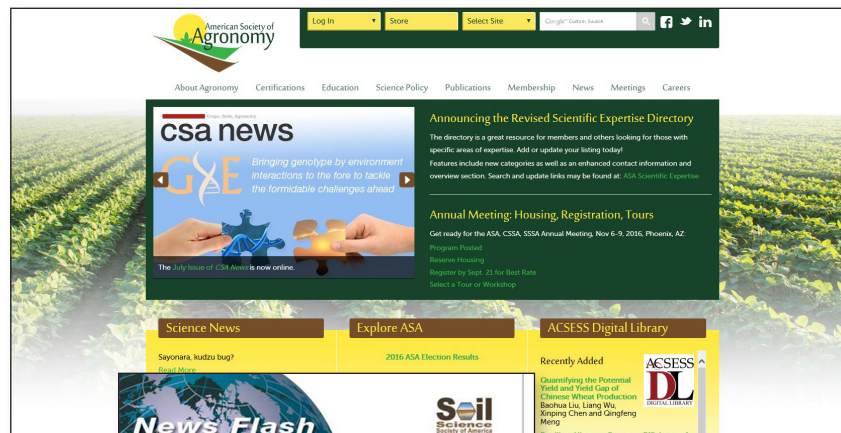
Visits/month: 26,400

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

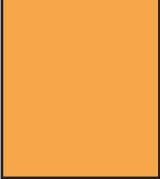
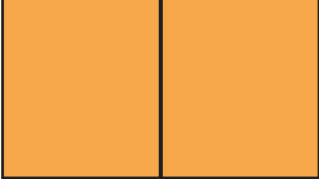





Rate card: Print

Frequency	2-page spread	Back cover	Inside front cover	Inside back cover	Inside 1 page	Inside ½ page	Inside ¼ page
1x	\$5,900	\$3,688	\$3,393	\$2,950	\$2,950	\$1,918	\$1,033
6x	\$5,605	\$3,504	\$3,223	\$2,802	\$2,802	\$1,822	\$981
12x	\$5,428	\$3,393	\$3,122	\$2,714	\$2,714	\$1,765	\$950

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 1/4 in beyond the page (trim) edge. **Please do not include crop marks between trim and bleed.**




						
Full page bleed 8 7/8 x 11 1/8 in	2-page spread 17 1/4 x 11 1/8 in	Full page (no bleed) 7 7/8 x 9 7/8 in	1/2 page vert. 3 7/8 x 9 in	1/2 page hor. 7 x 4 1/2 in	1/4 page vert. 3 3/8 x 4 3/8 in	1/4 page hor. 4 3/8 x 3 3/8 in
Trim Size 8 3/8 x 10 3/8 in	Trim Size 16 3/4 x 10 3/8 in					

Rate card: Electronic

Placement	Frequency	Position	Cost
agronomy.org	1 month	A (leaderboard)	\$1,500
		B (button)	\$1,000
		C (button)	\$375
crops.org	1 month	A (leaderboard)	\$1,000
		B (button)	\$750
		C (button)	\$250
soils.org	1 month	A (leaderboard)	\$2,000
		B (button)	\$1,500
		C (button)	\$500
News Flash e-newsletter	1x	A (leaderboard)	\$3,000
		B (button)	\$2,500
		C (button)	\$1,000

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.