



2022  
Media Kit

The magazine for  
certified crop advisers,  
agronomists & soil scientists

# CROPS & SOILS





# 2022 Media Kit

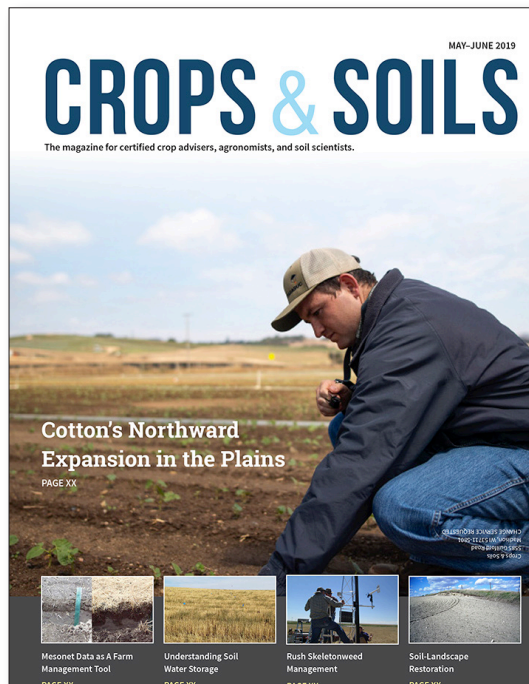
Eric Welsh  
608-273-8081  
ewelsh@sciencesocieties.org

## 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.



### 4R Nutrient Stewardship

#### 4R Nitrogen Fertilizer Management

DOI: 10.2134/c2019.52.0395

Cotton grown across the south of the United States with some fields requiring irrigation and some man-aged with natural moisture. In 2017, 1.6 million acres of cotton were planted across 29 states (National Cotton Council of America, 2019). Nitrogen supply for cotton is critical for vegetative growth, development of fruiting sites, and yield. The partitioning and pattern of nitrogen taken up by cotton is influenced by the plant's genetics, environmental conditions, and the availability of nitrogen in the soil-water solution. One genetic influence is that cotton has an indeterminate growth pattern unlike other crops like corn that have a determinate growth pattern. With indeter-

### CERTIFICATION

## Second Sustainable Agronomy Conference

To be held in Omaha, NE in July

By Tracy Hmelowski

DOI: 10.2134/c2019.52.0366

What does sustainable agriculture look like? That might depend upon who you ask. For CCA Mike Wilson, Specialty Products Coordinator, Walsh Valley, IA, it encompasses many things such as "sustainable farms, sustainable communities, sustainable environments, and a sustainable economy." Nevertheless, as you talk to different groups—farmers, environmentalists, and consumers—some common themes emerge. For Wilson, this boils down to, "How do we maximize genetics and other technology and tools to achieve a return on investment and be kind to the soil and environment as we can be?"

Wilson will be a speaker at the American Society of Agronomy Second Sustainable Agronomy Conference in Omaha, NE, July 11-13, 2019. The conference will bring together farmers, CCA, food company representatives, university faculty, private industry personnel, and H2O staff speakers, panel discussions, and amenities for speakers and attendees will go beyond presenting broad themes relating to sustainability and provide practical, applied information that can be implemented in the field. Now Certified Crop Advisers will be able to earn CEUs from each session.

Bringing the supply chain together from the farmer to the food company is important for incorporating sustainable practices that are beneficial across the supply chain, according to Jim Scheiner, CCA and Soil Health Advisor, South Dakota Soil Health Coalition, who will also be speaking at the event. Jay Watson, Scouting Sustainability Engagement

### DEPARTMENTS

#### Free Trial ASA Membership for Certified Crop Advisers

ASA is pleased to offer a 6-month trial membership to CCAs providing an in-depth look without the up-front commitment of member dues. This is a good, become familiar with our members, and our benefits. For more than 100 years, the American Society of Agronomy members have been meeting the changing demands of modern agriculture.

Become a member today.  
agronomy.org/membership/become-a-member/trial



# 2022 Media Kit

Eric Welsh  
608-273-8081  
ewelsh@sciencesocieties.org

## 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 magazine content 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

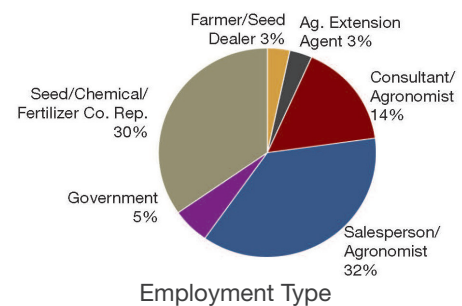
Most specify, recommend, approve, purchase, or influence between \$1 and \$5 million in products and services every year.

## The Numbers

- 20,000+ total circulations (print & web)
- 14,000+ print circulation
- 52+ articles/year with new postings each month
- 12 emails/year, once a month
- 6 print issues/year

## Distribution

*Crops & Soils* magazine reaches more than 13,000 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.





# 2022 Media Kit

Eric Welsh  
608-273-8081  
ewelsh@sciencesocieties.org

## Editorial Calendar & Deadlines 2022

Issue	ad artwork due	Topics
JAN FEB	DEC 09	<p>WERA-103 Residual Herbicides Affect Critical Time of Palmer Amaranth Removal in Soybean Physiology of Freezing and Freeze Damage Tar Spot in the Eastern and Central Corn Belt Soil Sampling Strategies for Different Tillage and Fertilizer Placement Systems CCA Conservationist of the Year   Meet the new Vice-Chair of the CCA Board Controlled Burning Of Grassland Exploiting Residual Soil Nutrients Following The 2021 Drought Wheat Rotations in Ontario Increase Row Crop Yields and Profits 4R Column</p>
MAR APR	FEB 03	<p>I Chloride as a Nutrient in Wheat and Sorghum Vertical Tillage Tools: Benefits and Drawbacks Sulfur Management in the Corn Belt   Phosphorus and 2 by 2 Placement Beneficial Insects in the Corn Belt/High Plains Cropping Systems No-Till Soybean and Strip-Till Corn In Iowa Quinoa Production Seed Quality of Cotton Potassium Deficiency in Corn and Soybeans 4R Column</p>
MAY JUNE	APR 07	<p>Soil Suitability For Tile Drainage in Northern Great Plains Soil Health Changes from Conversion of Native Grasslands "Genetic Control" of Weeds Mid-Season Fungicide Applications to Corn Beneficial Insects In The Cotton Belt Cropping Systems: Predators Using Yield Monitoring to Make Better Decisions for the Farm 4R Column</p>
JULY AUG	JUN 09	<p>High Input Wheat Management May Improve Grain Yield and Profitability Beneficial Insects in the Cotton Belt Cropping Systems: Parasitoids</p>
SEPT OCT	AUG 08	TBD
NOV DEC	OCT 03	TBD

*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.*

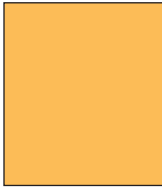


# 2022 Media Kit

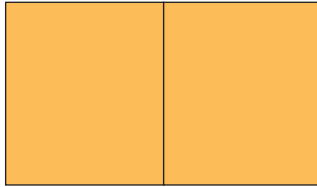
Eric Welsh  
608-273-8081  
ewelsh@sciencesocieties.org

## Print: Specs & Rate Card

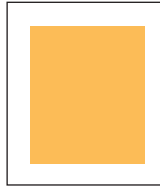
### Mechanicals: Print



**Full page bleed**  
8 7/8 x 11 3/8 in  
**Trim Size**  
8 3/8 x 10 7/8 in



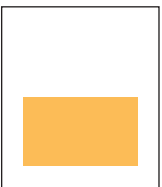
**2-page spread**  
17 1/4 x 11 3/8 in  
**Trim Size**  
16 3/4 x 10 7/8 in



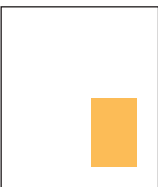
**Full page  
(no bleed)**  
7 3/8 x 9 7/8 in



**1/2 page vert.**  
3.375 x 9.493 in



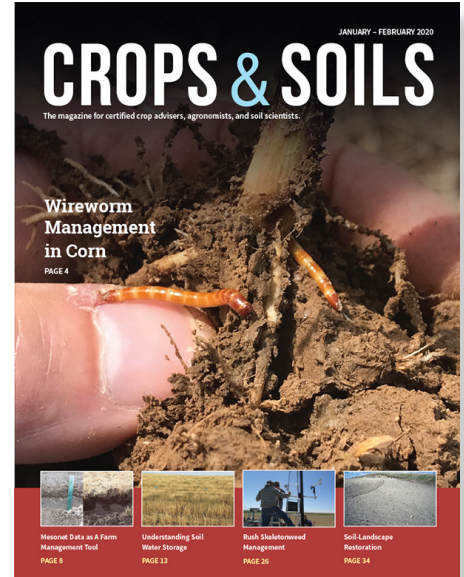
**1/2 page hor.**  
6.951 x 4.5 in



**1/4 page vert.**  
3.375 x 4.5 in



**1/4 page hor.**  
4.5 x 3.4 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: Print

Frequency	2-page spread	Back cover	Inside front cover	Inside back cover	Inside 1 page	Inside 1/2 page	Inside 1/4 page
<b>1x</b>	\$6,240	\$3,900	\$3,588	\$3,120	\$3,120	\$2,028	\$1,092
<b>3x</b>	\$17,784	\$11,115	\$10,227	\$8,892	\$8,892	\$5,781	\$3,111
<b>6x</b>	\$34,446	\$21,528	\$19,806	\$17,220	\$17,220	\$11,196	\$6,030



# 2022 Media Kit

Eric Welsh  
608-273-8081  
ewelsh@sciencesocieties.org

## Digital Options: Web 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)

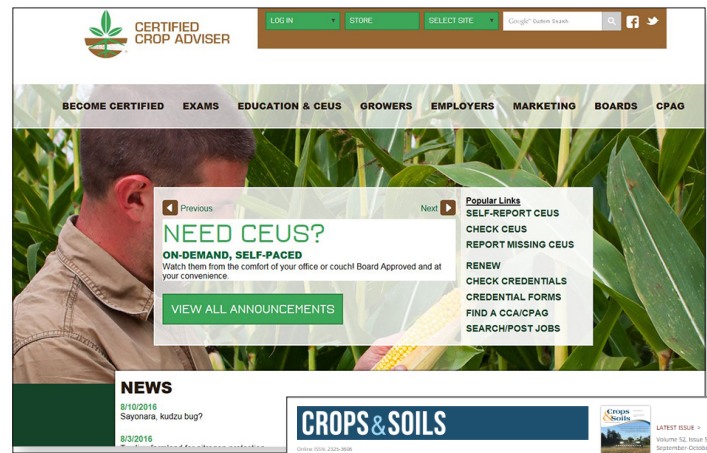
Page views/month: 98,200

Clicks/month: 69

Crops & Soils magazine website:

<https://access.onlinelibrary.wiley.com/journal/23253606>

New articles posted throughout the month.



### Rate card: Electronic

Placement	Frequency	Position	Cost
CCA website	1 month	A (leaderboard)	\$2,500
		B (button)	\$1,500
Crops & Soils website	1 month	A (leaderboard)	\$1,000
		B (button)	\$800

All invoices for electronic ads will include impression/clickthrough data.

### Mechanicals: Electronic

#### CCA Website

Position A (leaderboard)—728 x 90 px

Position B (button)—180 x 150 px



#### Crops & Soils Website

Position A (leaderboard)—728 x 90 px

Position B (button)—300 x 250 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](http://www.crops.org?test)), and if it takes you to the correct URL (e.g., [www.crops.org](http://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.





# 2022 Media Kit

Eric Welsh  
608-273-8081  
ewelsh@sciencesocieties.org

## Digital Options: E-Newsletters

### Crops & Soils e-newsletter

Sent to more than 15,200 certified professionals, American Society of Agronomy members, and students to inform them of the latest content posted to the *Crops & Soils* magazine website.

#### Distributed Monthly

Current Distribution: 15,200+ • Average Impressions: 11,400+

Leaderboard 645 x 80px

Button 300 x 250px

Text Ad \* Size & Pricing TBD

*(based on availability & content request)*

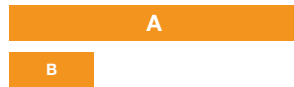
#### Crops & Soils E-Newsletter:

**Position A** (leaderboard)

E-newsletter: 645 x 80 px

**Position B** (button)

300 x 250 px



### NEW OPPORTUNITIES

#### CCA Programmatic

7 banner sizes - IAB Standard \$30-\$45 CPM

### The Adviser e-newsletter

The official e-newsletter of the Certified Crop Adviser (CCA) program. Sent to more than 11,300+ CCAs detailing program updates and the latest professional and continuing education opportunities. *(Exclusive Placement)*

#### Bi-Monthly Distribution (6X Annually)

Current Distribution: 14,000+ • Average Impressions: 9,500+

Leaderboard (645 x 80px)

plus ~20 words of copy in body of e-newsletter • \$3,500

### The Adviser “Special Edition” e-newsletter

New offering! Sent to The Adviser e-newsletter marketing list during the months in which The Adviser is not scheduled to be delivered.

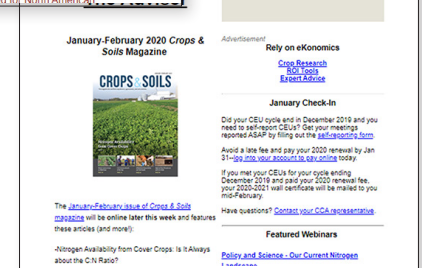
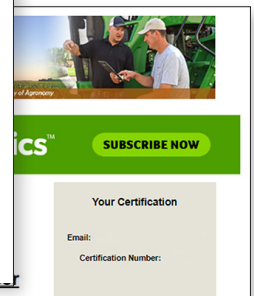
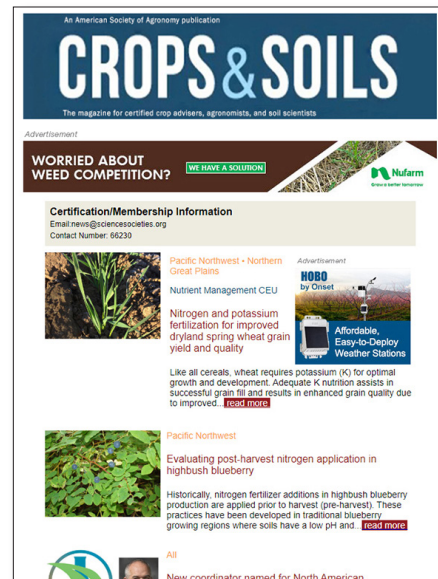
#### Bi-Monthly Distribution (6X Annually)

Current Distribution: 11,300+

Leaderboard (645 x 80px)

plus ~20 words of copy in body of e-newsletter

Pricing TBD *(based on availability & content request)*



Placement	Frequency	Position	Cost
Crops & Soils monthly e-newsletter	1x	A (leaderboard)	\$3,000
		B (button)	\$2,500
The Adviser bimonthly e-newsletter	1x	A (leaderboard)	\$3,500

All invoices for electronic ads will include impression/clickthrough data.



# 2022 Media Kit

Eric Welsh  
608-273-8081  
ewelsh@sciencesocieties.org

## Education/Professional Development

### Webinar Sponsorship

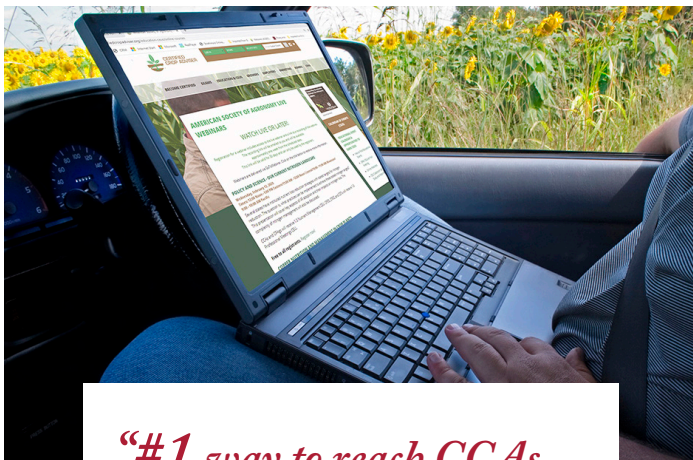
Our members, certified professionals, and academic connections allow the American Society of Agronomy to be the foremost provider of professional development webinars in the field of agronomy/agriculture. Put your organization's logo and agronomic or agribusiness topic in front of industry influencers, including our certified professionals. Our targeted marketing reaches out to over 21,000 individuals related to agriculture.

The webinar's message will be customized to your request! Full sponsorship would allow us to provide registration at no cost to ensure your organization and brand receives maximum exposure.

- 45-60 Minutes, Live
- Hosted Registration Page Pre- and Post-event
- Homepage Announcement Well Advertising 1-2 months Pre-Webinar  
\*certifiedcropadviser.org, agronomy.org, crops.org
- Invitation E-Blasts (directly to all CCAs) 2 per Webinar
- Inclusion in The Adviser E-Newsletter
- Webinar Recording Available On-Demand

### Full Sponsorship \$10,500

- Discounts will be given for multi-webinar or series packages
- Partial sponsorships are available if partnering with other organizations



*"#1 way to reach CCAs is to support them in meeting their professional development (CEU) goals!"*

### 2022 Sustainable Agronomy Conference & Virtual Event Sponsorship

Date: TBD, Sacramento, CA |

Estimated In-Person Attendance: 400

Estimated Virtual Attendance: 2,500+

Partnering with CTIC's Conservation in Action Tour

Visibility in front of both Professional Agronomy Advisers and Growers!

The strategies, principles, and systems approach to on-farm planning that will be discussed during the conference will advance the implementation of sustainable practices in production agriculture. Along with keeping the cost of registration down, your sponsorship would allow us to bring in a dynamic and influential group of experts to create a robust program and platform for learning.

A base, **\$5,000** sponsorship includes the following:

- Company Logo and Name on Conference Website
- Can supply roll-up banner and literature/giveaway materials for main networking area
- Company Representative designated Moderator
- 1 Sustainable Agronomy Conference Registrations
- Sponsor Recognition on Meeting Program
- Sponsor Recognition in Social Media Posts: pre- and post-conference (Facebook & Twitter)
- Sponsor Recognition in Conference Ad in *Crops & Soils* magazine
- Thank You Recognition Signage throughout Conference
- Thank you recognition on pre- and post-conference promotions (i.e. 5 direct e-mails to a targeted marketing list of American Society of Agronomy members & Certified Crop Advisers)

### Advertorial/Article Series— *Crops & Soils* Magazine

Present up-to-date agronomic practices, principles, and technologies in the form of a series of articles or advertorials. Pricing varies based on number and size of articles or if a part of a customized advertising package.