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.
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.

2021 CCA & CPAg Program Participants

[Map showing distribution of CCA and CPAg program participants]
## Editorial Calendar & Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad order due</th>
<th>Materials due</th>
<th>Topics</th>
</tr>
</thead>
</table>
| JAN FEB | DEC 1         | DEC 8         | 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 |
| MAR APR | FEB 1         | FEB 8         | 1 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 |
| MAY JUNE | APR 1         | APR 8         | 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 |
| JULY AUG | JUN 1         | JUN 8         | High Input Wheat Management May Improve Grain Yield and Profitability  
Beneficial Insects in the Cotton Belt Cropping Systems: Parasitoids |
| SEPT OCT | AUG 1         | AUG 8         | TBD |
| NOV DEC | OCT 1         | OCT 8         | 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.
Print: Specs & Rate Card

Mechanicals: Print

![Diagram showing different ad sizes and dimensions]

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

<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>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$6,240</td>
<td>$3,900</td>
<td>$3,588</td>
<td>$3,120</td>
<td>$3,120</td>
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<td>$5,781</td>
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<tr>
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<td>$17,220</td>
<td>$17,220</td>
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</table>
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

Page views/month: 98,200
Clicks/month: 69

Crops & Soils magazine website:
https://acsess.onlinelibrary.wiley.com/journal/23253606
New articles posted throughout the month.

Rate card: Electronic

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<thead>
<tr>
<th>Placement</th>
<th>Frequency</th>
<th>Position</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>CCA website</td>
<td>1 month</td>
<td>A (leaderboard)</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B (button)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Crops &amp; Soils website</td>
<td>1 month</td>
<td>A (leaderboard)</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B (button)</td>
<td>$800</td>
</tr>
</tbody>
</table>

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), 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.
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

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)*

NEW OPPORTUNITIES
CCA Programmatic
7 banner sizes - IAB Standard • $30-$45 CPM

<table>
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<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Crops &amp; Soils monthly e-newsletter</td>
<td>1x</td>
<td>A (leaderboard)</td>
<td>$3,000</td>
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<tr>
<td></td>
<td></td>
<td>B (button)</td>
<td>$2,500</td>
</tr>
<tr>
<td>The Adviser bimonthly e-newsletter</td>
<td>1x</td>
<td>A (leaderboard)</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

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

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### 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.

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

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ewelsh@sciencesocieties.org