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.

FEATURED ADVERTISING OPTIONS FOR 2022

Seed Week Blog Sponsorship
Sustainable, Secure Food Blog
Podcast Sponsorship: Field, Lab, Earth
Publications Hub Page: Only page featuring our journals, books & magazines in one place on the Wiley Online Library
Journal Level Home-Page
Polybagged Issues
Bellybanded Issues
Postcard Inserts

2022 Tradeshow Opportunities

Sustainable Agronomy Conference
TBD, Sacramento, CA
The strategies, principles, and systems approaches to on-farm planning that will be discussed during the conference will advance the implementation of sustainable practices in production agriculture.
Sponsorship Opportunities are Available

ASA, CSSA, & SSSA Annual Meeting
November 6-9 in Baltimore, MD
Join more than 4,000 attendees and make valuable one-on-one connections with the top influencers in the fields of agronomy, plant, soil, and environmental sciences. The unique show floor will be filled with leading scientists in industry, government and academia who are interested in the latest research, product development, and industry advancements.
Sponsorship and Exhibitor Opportunities are Available
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.

**Highly Read**
- CSA News magazine is the top-rated benefit of membership in ASA, CSSA & SSSA
- 97% read the magazine
- 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%)

**Reader demographics**
8,400+ individual members

**Education**
- Ph.D. 53%
- Master’s 15%
- Bachelor’s 9%
- Unknown/Other 23%

Highest level achieved.

**Society Distribution**
- ASA 38%
- SSSA 34%
- CSSA 28%

Members may belong to more than one Society.

**Work Setting**
- Academia 31%
- Industry 20%
- Government 12%
- Other/Unknown 10%
- Student 29%

“Student” includes doctoral, master’s, & bachelor’s degree candidates
Distribution

The print issue of CSA News magazine reaches 8,500+ members of the American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America, but it’s impact 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. Bonus Distribution: ASA, CSSA, SSSA Annual Meeting and Sustainable Agronomy Conference.

Circulation/content

8,500+ 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
## 2022 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Region/topics</th>
<th>Ad orders due (Materials due)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>White Clover Living Mulch Enhances Soil Health Versus Annual Cover Crops</td>
<td>Nov. 20, 2021 (Nov. 25, 2021)</td>
</tr>
<tr>
<td></td>
<td>Genetic Control of Weeds</td>
<td>3 Tips for Handling Supply Chain Disruptions</td>
</tr>
<tr>
<td>February</td>
<td>The Role Of Innovative Cropping Systems To Enhance Soil Health And Climate Resilience Mosaicism in Cannabis</td>
<td>Dec. 20, 2021 (Dec. 20, 2021)</td>
</tr>
<tr>
<td>June</td>
<td>Manuresheds: Reconnecting Crop and Livestock Systems</td>
<td>Feb. 20 (Feb. 25)</td>
</tr>
<tr>
<td>June</td>
<td>Soils on Mars</td>
<td>Apr. 20 (Apr. 25)</td>
</tr>
<tr>
<td>July</td>
<td>Clean Water Act 50th Anniversary: part 1</td>
<td>July 20 (July 25)</td>
</tr>
<tr>
<td>September</td>
<td>Clean Water Act 50th Anniversary: part 3</td>
<td>Sep. 20 (Sep. 25)</td>
</tr>
</tbody>
</table>

Subject to change and does not include all articles to be published
Digital Advertising: Web & E-Newsletters

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 your target audience.

ASA website | agronomy.org
Page views/mo. 55,000
Visits/mo. 22,500
Clicks/mo. 140

CSSA website | crops.org
Page views/mo. 20,400
Visits/mo. 9,540
Clicks/mo. 78

SSSA website | soils.org
Page views/mo. 59,000
Visits/mo. 26,400
Clicks/mo. 51

News Flash | biweekly e-newsletter
Sent to 8,400 ASA, CSSA & SSSA members
Avg. Total Opens: 7,517
Avg. clickthroughs: 68

https://acsess.onlinelibrary.wiley.com/journal/23253584
Digital Advertising: Blogs & Podcast

Seed Week Sponsorship | February 7-13, 2022
Topical promotional theme week on “Seeds” with content curated for our dedicated web page as well as Sustainable, Secure Food Blog and promoted through news releases, social media, and other promotions. Seed-related blogs have over 49,000 views (to date) and with over 1.5 million in reach (i.e. social media, news releases).
Promotional value for an advertiser/sponsor would be close to $89,000 ($1.50 per view). Ultra low CPM!
Includes: Seed Week homepage ad placement, social media tagging, listing in news release, potential to suggest topics, potential to link to all past and present “seed focused” blogs, potential to be sole sponsor of a blog.
Sponsorship options:
Exclusive—$35,000
Blog Sponsor—$2,000-$10,000
Social Media Sponsor—$2,500
Web Page Sponsor—$1,000

Blog Advertising
Soils Matter, Get the Scoop! | soilsmatter.wordpress.com/
Sustainable, Secure Food Blog | sustainable-secure-food-blog.com/
Options:
Web Page Sponsor—$1,000 per ad
Blog Sponsor—$2,000 to $10,000 per blog (depending on traffic)
“Affiliate” link without graphic—$150 per month

Podcast Sponsorship
Field, Lab, Earth is the podcast all about past and present advances in the fields of agronomy, crop, soil, and environmental sciences. Produced by the American Society of Agronomy (ASA), Crop Science Society of America (CSSA), and Soil Science Society of America (SSSA), it features timely research and conversations with our authors and is always freely available.
Total Downloads: 48,000
Avg. Downloads per Episode: 730
Avg. Listeners per Episode: 705
Will be launching on YouTube soon

RATE CARD

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Year</td>
<td>$300 per Episode</td>
</tr>
<tr>
<td>Individual Episode</td>
<td>$250 per Episode</td>
</tr>
<tr>
<td>Bonus “Specialty Topic” Episodes</td>
<td>$350 per Episode</td>
</tr>
</tbody>
</table>

https://acess.onlinelibrary.wiley.com/journal/23253584
Rate Card & Mechanicals

## 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>$5,900</td>
<td>$3,688</td>
<td>$3,393</td>
<td>$2,950</td>
<td>$1,918</td>
<td>$1,033</td>
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</tr>
<tr>
<td>6x</td>
<td>$5,605</td>
<td>$3,504</td>
<td>$3,223</td>
<td>$2,802</td>
<td>$1,822</td>
<td>$981</td>
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<tr>
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<td>$3,393</td>
<td>$3,122</td>
<td>$2,714</td>
<td>$1,765</td>
<td>$950</td>
<td></td>
</tr>
</tbody>
</table>

Contact Eric Welsh at: 608-273-8081 or ewelsh@sciencesocieties.org 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 ¾ x 10 ¾ in. Place all graphics/text at least ½ in in from the edge of the ad. Bleeds should extend ¼ in beyond the page (trim) edge. **Please do not include crop marks between trim and bleed.**

![Full page bleed](image)

<table>
<thead>
<tr>
<th>Trim Size</th>
<th>Full page bleed</th>
<th>2-page spread</th>
<th>Trim Size</th>
<th>Inside front cover</th>
<th>Inside 1 page</th>
<th>Inside ½ page</th>
<th>Inside ¼ page</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 ⅛ x 11 ⅞ in</td>
<td>8 ⅛ x 10 ¾ in</td>
<td>17 ¼ x 11 ½ in</td>
<td>16 ⅛ x 10 ¾ in</td>
<td>3.375 x 9.493 in</td>
<td>6.951 x 4.5 in</td>
<td>3.375 x 4.5 in</td>
<td>4.5 x 3.4 in</td>
</tr>
</tbody>
</table>

## Rate Card: Electronic

<table>
<thead>
<tr>
<th>Placement</th>
<th>Frequency</th>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>agronomy.org</td>
<td>30 days</td>
<td>B (button)</td>
<td>$1,500</td>
</tr>
<tr>
<td>crops.org</td>
<td>30 days</td>
<td>B (button)</td>
<td>$750</td>
</tr>
<tr>
<td>soils.org</td>
<td>30 days</td>
<td>B (button)</td>
<td>$1,000</td>
</tr>
<tr>
<td>News Flash e-newsletter</td>
<td>1x</td>
<td>A (leaderboard)</td>
<td>$3,000</td>
</tr>
<tr>
<td>publications hub</td>
<td>30 days</td>
<td>A (leaderboard)</td>
<td>$1,000</td>
</tr>
<tr>
<td>journal homepage</td>
<td>30 days</td>
<td>A (leaderboard)</td>
<td>$500</td>
</tr>
</tbody>
</table>

*Limited Availability*  

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

### Mechanicals: Electronic

<table>
<thead>
<tr>
<th>Position A (leaderboard)</th>
<th></th>
<th>A</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Web:</strong> 728 x 90 px</td>
<td><strong>E-newsletter:</strong> 645 x 80 px</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Position B (button)**: Both web and e-newsletter: 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.