



# Crops & Soils

2016–2017  
MEDIA  
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*The magazine for certified crop advisers, agronomists, and soil scientists*

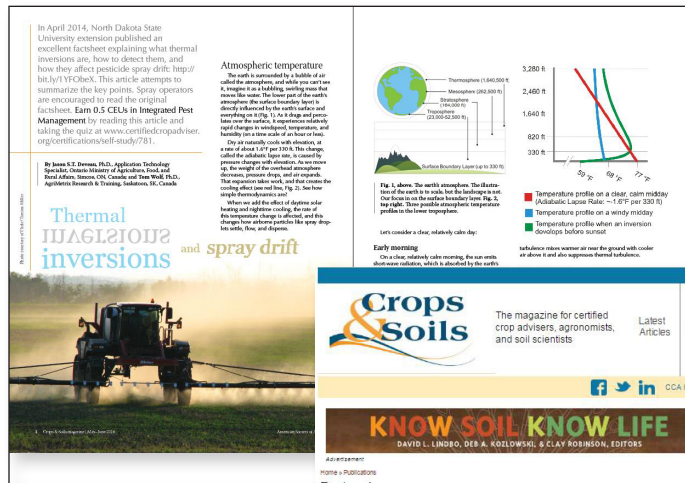


# Welcome

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!

## Exciting changes

- *Crops & Soils* magazine recently enhanced its continuing education offerings for CCAs (CEUs). Now 75% of the articles are available for CEU credit, increasing the value to and engagement of our readers.
- The Crop Science Society of America is celebrating the **International Year of Pulses** in 2016, and *Crops & Soils* magazine is participating in the celebration with several articles throughout the year, including one issue dedicated entirely to pulses (July-August issue).
- This year, *Crops & Soils* magazine will be rolling out a **new website** with enhanced features along with a continuous publication format where **new articles are posted each week**. Content will then be organized on the site according to region and CEU category and delivered directly to readers via a **monthly email update**.
- Finally, look for **promos of content** in upcoming issues in each print issue.



In April 2014, North Dakota State University extension published an excellent factsheet explaining what thermal inversions are, how to detect them, and how they affect pesticide spray drift: <http://bit.ly/1YTCheX>. This article attempts to summarize the key points. Spray operators are encouraged to read the original factsheet. Earn 0.5 CEUs in Integrated Pest Management by reading this article and taking the quiz at [www.certifiedcropadviser.org/certifications/pest-study/781](http://www.certifiedcropadviser.org/certifications/pest-study/781).

**Atmospheric temperature**  
The earth is surrounded by a bubble of air called the atmosphere, and while you can't see it, it traps the heat radiating from the earth's surface. The lower part of the earth's atmosphere (the surface boundary layer) is directly influenced by the earth's surface. As a result, a change in the earth's surface temperature causes a corresponding change in the temperature of the atmosphere. This change is most noticeable at night when the earth's surface cools, and the atmosphere cools with it. As a result, the temperature of the atmosphere is lower than the temperature of the earth's surface. This is called a thermal inversion. The temperature of the atmosphere is also affected by the amount of the combined atmosphere, the amount of water vapor, and the amount of carbon dioxide in the air.

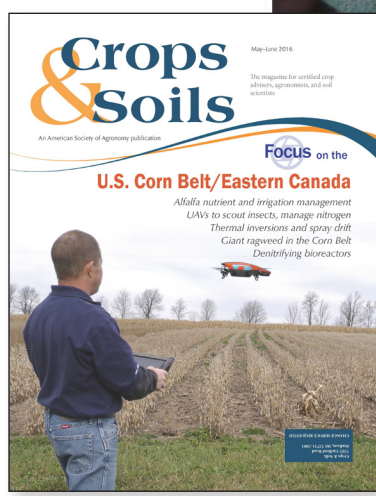
**Thermal Inversions and spray drift**  
When you add the effect of temperature inversion and light wind, you can have a problem with spray drift. The spray drift is caused by the change in the temperature of the atmosphere, which is caused by the earth's surface.

**Early morning**  
On a clear, relatively calm morning, the air near the ground cools, which is offset by the earth's surface.

**Fig. 1. Above:** The earth's atmosphere. The distance from the earth to the top of the atmosphere is 10,000 miles. The distance from the earth to the top of the troposphere is 36,000 feet. The distance from the earth to the top of the stratosphere is 65,000 feet. The distance from the earth to the top of the mesosphere is 83,000 feet. The distance from the earth to the top of the thermosphere is 100,000 feet.

**Fig. 2. Below:** Temperature profiles on a clear, calm midday. The distance from the earth to the top of the troposphere is 36,000 feet. The distance from the earth to the top of the stratosphere is 65,000 feet. The distance from the earth to the top of the mesosphere is 83,000 feet. The distance from the earth to the top of the thermosphere is 100,000 feet.

**Fig. 3. Below:** Temperature profiles on a windy midday. The distance from the earth to the top of the troposphere is 36,000 feet. The distance from the earth to the top of the stratosphere is 65,000 feet. The distance from the earth to the top of the mesosphere is 83,000 feet. The distance from the earth to the top of the thermosphere is 100,000 feet.




**Crops & Soils**  
An American Society of Agronomy publication

**Focus on the U.S. Corn Belt/Eastern Canada**  
Alfalfa nutrient and irrigation management  
UAVs to scout insects, manage nitrogen  
Thermal inversions and spray drift  
Giant ragweed in the Corn Belt  
Denitrifying bioreactors

May-June 2016

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



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**KNOW SOIL, KNOW LIFE**  
DAVID L. LINDEO, DEB A. KOZLOWSKI, & CLAY ROBINSON, EDITORS

**Pulse crop diseases in the Pacific Northwest**

**Controlling weeds in Pacific Northwest pulse crops**

**Soil & Water Management**  
Drought management for California

Tweets by @CCASoilsMagazine

Tweets by @ASA\_CSSA\_SSSA



# 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

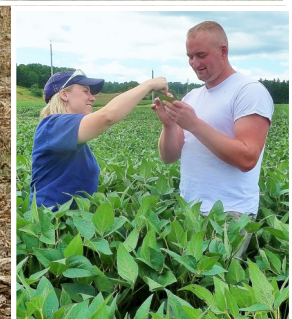
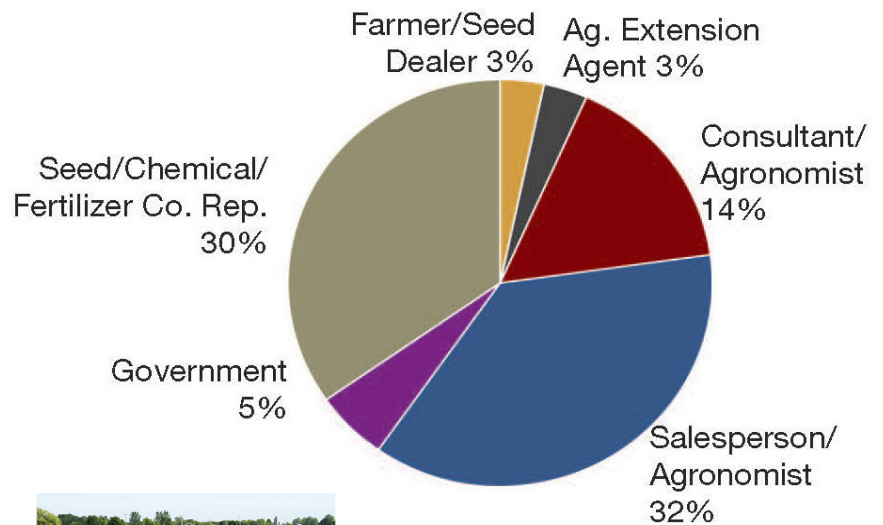
- 62% read every print issue, and 23% read between 3 to 5 issues/year.
- 75% rate *Crops & Soils* magazine as the top-rated or second best industry magazine and use the content in *Crops & Soils* magazine in their jobs.

## 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.

## 2016 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





# Editorial Calendar and Deadlines

<b>Issue</b>	<b>Region/topics</b>	<b>Ad orders due (Materials due)</b>
<i>Mar.-Apr. 16</i> <i>posts online</i> <i>Mar. 14</i>	<b><u>Focus on the West/Pacific Northwest</u></b> <ul style="list-style-type: none"><li>• Pulses in the PNW: history, weeds, and diseases</li><li>• Improving N recommendations in sugarbeets</li><li>• Identifying land for groundwater recharging</li><li>• Drought management for California almonds</li><li>• Drought management for California almonds</li><li>• Drought management for California almonds</li><li>• Drought management for California almonds</li><li>• Drought management for California almonds</li></ul>	Feb. 15 (Feb. 28)
<i>May-June 16</i> <i>posts online</i> <i>May 13</i>	<b><u>Focus on U.S. Corn Belt/Eastern Canada</u></b> <ul style="list-style-type: none"><li>• Thermal inversions and spray drift</li><li>• Denitrifying bioreactors</li><li>• Unmanned aerial systems and remote scouting for insects</li><li>• Alfalfa nutrient and irrigation management</li><li>• Giant ragweed distribution, herbicide resistance, and management in the Corn Belt</li><li>• How variable is nitrogen in production agriculture fields</li><li>• First article in a new Integrated Pest Management Series</li><li>• Industrial hemp response to nitrogen, phosphorus, and potassium fertilization</li></ul>	Apr. 15 (Apr. 28)
<i>July-Aug. 16</i> <i>posts online</i> <i>July 14</i>	<b><u>Focus on pulses in the Northern Great Plains/Prairie Provinces</u></b> <ul style="list-style-type: none"><li>• Lentils management and agronomy in Saskatchewan</li><li>• Soybean agronomy in Northern Great Plains</li><li>• Field pea response to inputs</li><li>• Desiccation practices for pulse crops</li><li>• Diversifying crop rotations with pulses can enhance system productivity</li><li>• Faba bean agronomy</li><li>• Integrated Pest Management Series</li><li>• Managing acute phosphorus loss with fertilizer source and placement</li><li>• Comparison of foliar and soil applied P fertilizers in wine grape</li></ul>	June 15 (June 28)
<i>Sept.-Oct. 16</i> <i>posts online</i> <i>Sept. 14</i>	<b><u>Focus on the Mid-Atlantic</u></b> <ul style="list-style-type: none"><li>• Cover crop systems in the Mid-Atlantic</li><li>• Persistence of herbicides in soil</li><li>• Phosphorus leaching in soils amended with animal manures generated from modified diets</li><li>• Corn Stalk Nitrate Test</li><li>• Effects of riparian buffer vegetation and width</li><li>• Subsurface application enhances benefits of manure redistribution</li><li>• Lima bean production in Delaware</li><li>• Integrated Pest Management Series</li></ul>	Aug. 15 (Aug. 29)
<i>Nov.-Dec. 16</i> <i>posts online</i> <i>Nov. 14</i>	<b><u>Focus on Precision Ag</u></b> <ul style="list-style-type: none"><li>• Overview of precision agriculture in the Southern U.S.</li><li>• Methods for making variable-rate N recommendations</li><li>Precision pathology - Using spatial data to understand the complexities of plant disease and crop yield</li><li>• Incorporating irrigation scheduling into precision agriculture: A holistic approach</li><li>Precision scouting and weed management</li><li>Precision agriculture economics and decision making: Beyond profitability</li></ul>	Oct. 17 (Oct. 28)
<i>Jan.-Feb. 17</i> <i>posts online</i> <i>Jan. 16</i>	<ul style="list-style-type: none"><li>• Integrated Pest Management Series</li><li>• Agronomic importance of mycorrhizae in the soil</li><li>• Managing soils following flood conditions</li></ul>	Dec. 15 (Dec. 28)

*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 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>)

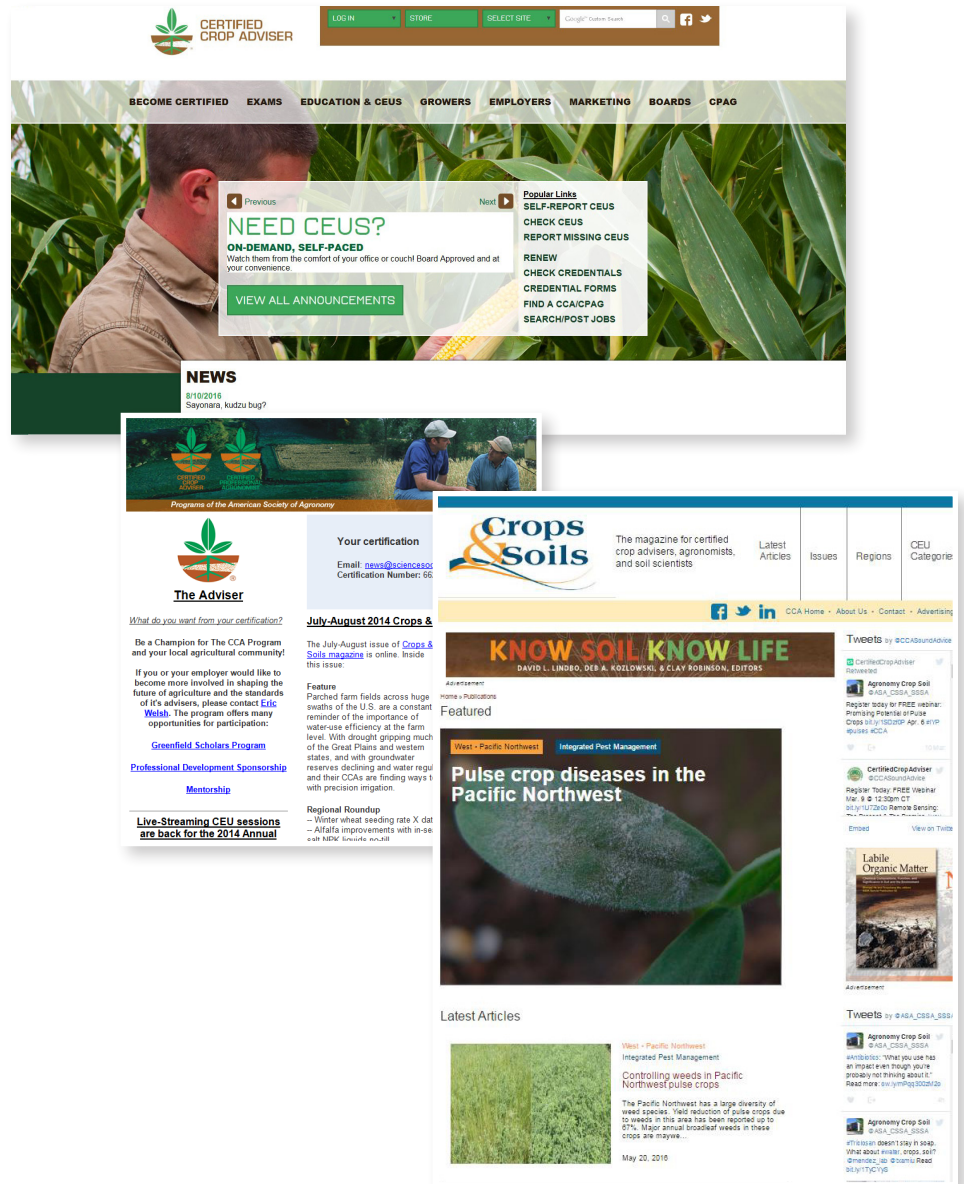
New articles posted each week.

*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.



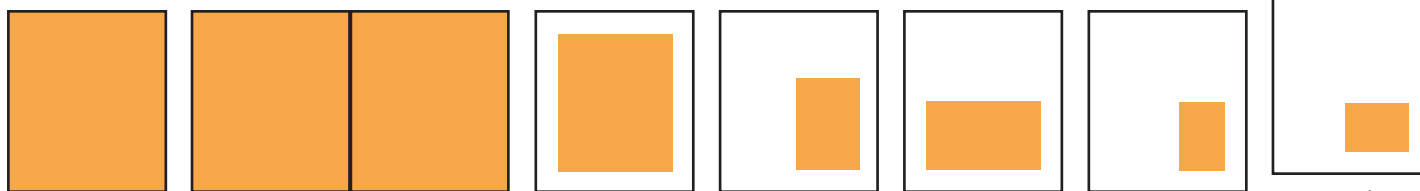
# Rate Card and Mechanicals

## 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



<p><b>Full page bleed</b> 8 7/8 x 11 3/8 in <b>Trim Size</b> 8 3/8 x 10 7/8 in</p>	<p><b>2-page spread</b> 17 1/4 x 11 3/8 in <b>Trim Size</b> 16 3/4 x 10 7/8 in</p>	<p><b>Full page (no bleed)</b> 7 3/8 x 9 7/8 in</p>	<p><b>½ page vert.</b> 3 3/8 x 9 in</p>	<p><b>½ page hor.</b> 7 x 4 1/2 in</p>	<p><b>¼ page vert.</b> 3 3/8 x 4 3/8 in</p>	<p><b>¼ page hor.</b> 4 3/8 x 3 3/8 in</p>
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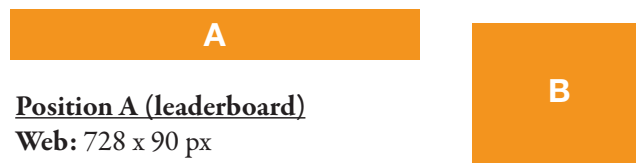
Live area of bleed page ads is 7 7/8 x 10 3/8 in. Place all graphics/text at least 1/2 in from the edge of the ad. Bleeds should extend 18 pt (1/4 in) beyond the page (trim) edge.

## 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.