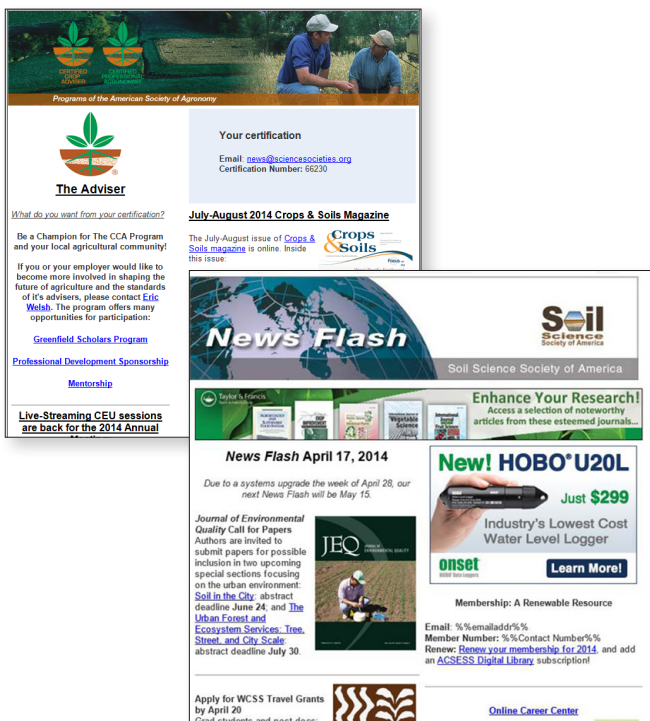


Electronic Advertising: eNewsletters and websites

www.agronomy.org | www.crops.org | www.soils.org | www.certifiedcropadviser.org

Electronic Advertising/Sponsorships: eNewsletter

Place your company, product, or service just one click away from thousands of qualified purchasers, specifiers, and decision-makers by advertising electronically with ASA, CSSA, SSSA, and ICCA. The *Society News Flash* is sent electronically to 10,000+ members of ASA, CSSA, and SSSA every other Thursday and features the latest in corporate, government, and academic news. Open rate is 25% and click-through rate is 5%. *The Adviser* is sent to 14,000+ Certified Crop Advisers (CCAs) on the 14th of every other month and provides vital updates about the ICCA program and certification benefits. *The Adviser only accepts one Position A sponsorship per issue.*



News Flash Ad Sizes and Placement

Position A: 645 by 80 px

Position B: 300 by 250 px

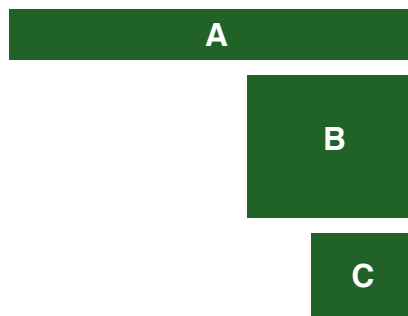
Position C: 180 by 150 px

Price

Position A \$3,000

Position C \$1,000

Position B \$2,500



Specs/Tracking for All Ads

Mechanical Specifications

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.

Tracking

The amount of hits or clicks received can be tracked for all ads. This can be broken down into geographical areas as well.

The Adviser Sponsorship

Position A: 645 by 80 px

Price
\$3,500

For more information, please contact:

McCall Mohanna (214-291-3651 or mccall@mohanna.com)



Electronic Advertising: Websites

www.agronomy.org | www.crops.org | www.soils.org | www.certifiedcropadviser.org

Place your company, product or service just one click away from thousands of qualified purchasers, specifiers and decision-makers by advertising electronically with ASA, CSSA, SSSA and ICCA. All website positions will be placed on prime pages within the website of your choice for 30 days.

Website Advertising

Advertising is placed on prime pages within the website of your choice for 30 days.

Web Ad Size and Placement

Position A: 728 by 90 px

Position B: 300 by 250 px

Position C: 180 by 150 px

A

B

C

Agronomy.org

Position A: \$1,500

Position B: \$1,000

Position C: \$375

Soils.org

Position A: \$2,000

Position B: \$1,500

Position C: \$500

Crops.org

Position A: \$1,000

Position B: \$750

Position C: \$250

CertifiedCropAdviser.org

Position A: \$750

Position B: \$500

Position C: \$250

Monthly Average Metrics

American Society of Agronomy | agronomy.org

Page Views: 66,800

Visits: 17,660

Crop Science Society of America | crops.org

Page Views: 20,520

Visits: 9,274

Soil Science Society of America | soils.org

Page Views: 64,540

Visits: 27,960

ICCA | certifiedcropadviser.org

Page Views: 128,120

Visits: 22,420



For more information, please contact:

McCall Mohanna (214-291-3651 or mccall@mohanna.com)

