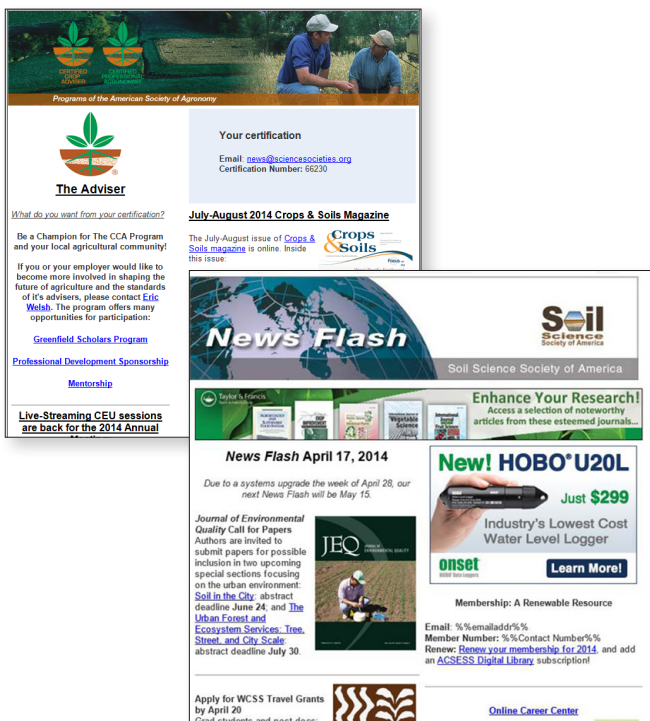


# Electronic Advertising: eNewsletters and websites

[www.agronomy.org](http://www.agronomy.org) | [www.crops.org](http://www.crops.org) | [www.soils.org](http://www.soils.org) | [www.certifiedcropadviser.org](http://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

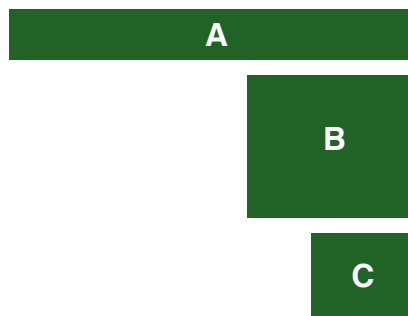
Position C: 180 by 150 px

### 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](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.

#### 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](mailto:mccall@mohanna.com))



## Electronic Advertising: Websites

[www.agronomy.org](http://www.agronomy.org) | [www.crops.org](http://www.crops.org) | [www.soils.org](http://www.soils.org) | [www.certifiedcropadviser.org](http://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

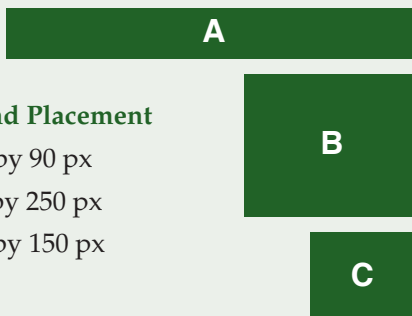
Advertising is placed on prime pages within the website of your choice for 30 days.

#### Web Ad Size and Placement

Position A: 728 by 90 px

Position B: 300 by 250 px

Position C: 180 by 150 px



#### 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](http://agronomy.org)

Unique Visitors: 116,475

Page Views: 566,272

Crop Science Society of America | [crops.org](http://crops.org)

Unique Visitors: 67,046

Page Views: 387,448

Soil Science Society of America | [soils.org](http://soils.org)

Unique Visitors: 142,438

Page Views: 637,915

ICCA | [certifiedcropadviser.org](http://certifiedcropadviser.org)

Unique Visitors: 10,769

Page Views: 137,156

Defined as:

**Visit** - someone who comes to the website and looks around a bit. They may go to one page or they may go to 100 pages, but they're still only visiting once.

**View** – number of pages seen by that visit.

**Page** – is made up of many items (images, text, etc). Each of those defines a hit, while a view is the page itself.



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