

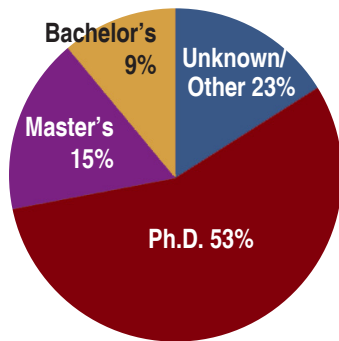
Reader Profile

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.

Reader demographics

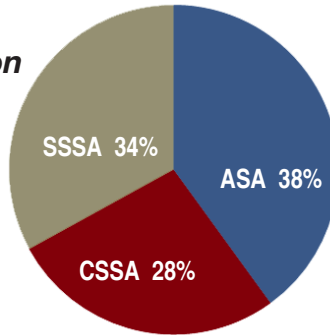
10,000+ individual members

Education



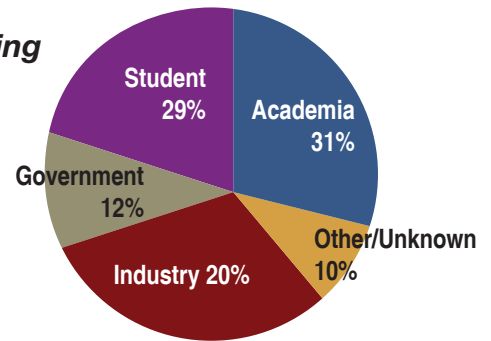
Highest level achieved.

Society Distribution



Members may belong to more than one Society.

Work Setting



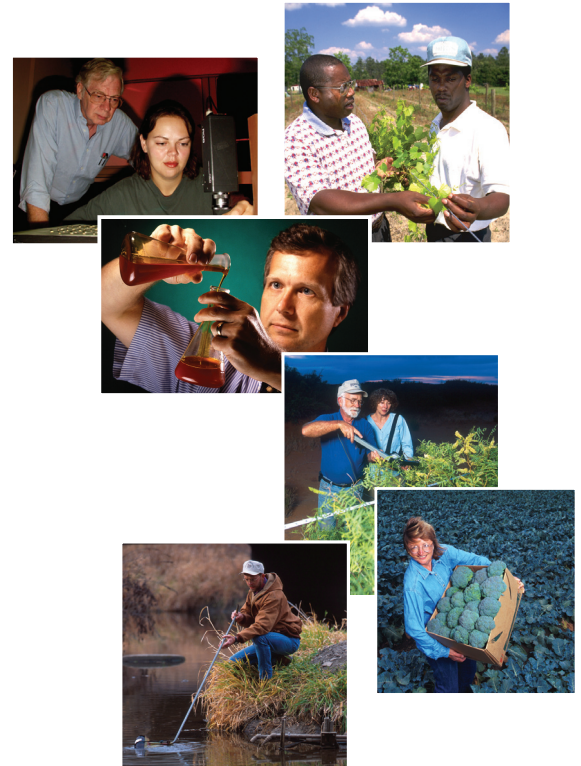
"Student" includes doctoral, master's, and bachelor's degree candidates

Highly Read

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



Distribution

The print issue of *CSA News* magazine reaches more than 9,500 members of the American Society of Agronomy, Crop Science Society of America, and Soil Science Society of America, but its reach 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. Additionally, there is a bonus distribution at the International Annual Meeting of ASA, CSSA, and SSSA as well as their smaller specialized conferences and a special mailing to 300+ grad students in February.

Circulation/content

9,500+ 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



Photo courtesy of USDA-NRCS Texas



The Grand Challenge for our organizations is to sustainably improve the human condition for a growing global population in a changing environment.

Editorial Calendar and Deadlines

Issue	Region/topics	Ad orders due (Materials due)	
December 16 <i>mails Nov. 25</i>	<ul style="list-style-type: none"> Tall fescue research Code standards 	<ul style="list-style-type: none"> Research highlights from our journals 	Nov. 1 (Nov. 11)
January 17 <i>mails Dec. 22</i>	<ul style="list-style-type: none"> Benefits/challenges of long term research Soil organic carbon in urban grasslands Profile of Tony Hartshorn, Montana State University in Bozeman 	<ul style="list-style-type: none"> Annual Meeting recap Research highlights from our journals 	Dec. 1 (Dec. 11)
February 17 <i>mails Jan. 23</i>	<ul style="list-style-type: none"> Climate-smart agriculture - case studies/policy Phosphorus dynamics in volcanic vineyard soil Special section: theses/dissertations from our journals 	<ul style="list-style-type: none"> NIRS Technology - New methods/uses Research highlights from our journals 	Jan. 1 (Jan. 11)
March 17 <i>mails Feb. 22</i>	<ul style="list-style-type: none"> Recapturing phosphorus and nitrogen Novel and ancient grains Phosphorus site assessment 	<ul style="list-style-type: none"> Research highlights from our journals Green manure 	Feb. 1 (Feb. 11)
April 17 <i>mails Mar. 22</i>	<ul style="list-style-type: none"> N₂O emissions Fate of pesticides 	<ul style="list-style-type: none"> Soil organic carbon and climate change Research highlights from our journals 	Mar. 1 (Mar. 11)
May 17 <i>mails Apr. 24</i>	<ul style="list-style-type: none"> Engineered soils Developing resilient crops 	<ul style="list-style-type: none"> Cover crop cocktails Research highlights from our journals 	Apr. 1 (Apr. 11)
June 17 <i>mails May 22</i>	<ul style="list-style-type: none"> Astropedology RH testing method 	<ul style="list-style-type: none"> Research highlights from our journals 	May 1 (May 11)
July 17 <i>mails June 22</i>	<ul style="list-style-type: none"> Turfgrass Forest ecosystem 	<ul style="list-style-type: none"> Research highlights from our journals 	June 1 (June 11)

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 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 soil scientists, agronomists, and crop scientists

ASA website (agronomy.org)

Page views/month: 55,000

Visits/month: 22,500

CSSA website (crops.org)

Page views/month: 20,400

Visits/month: 9,540

SSSA website (soils.org)

Page views/month: 59,000

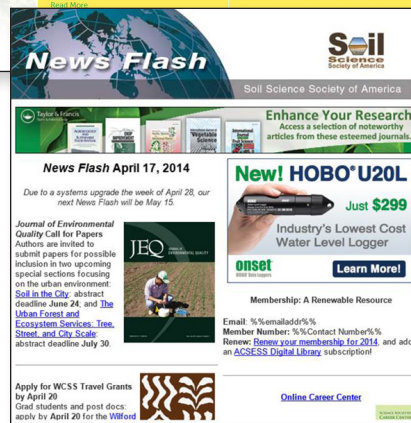
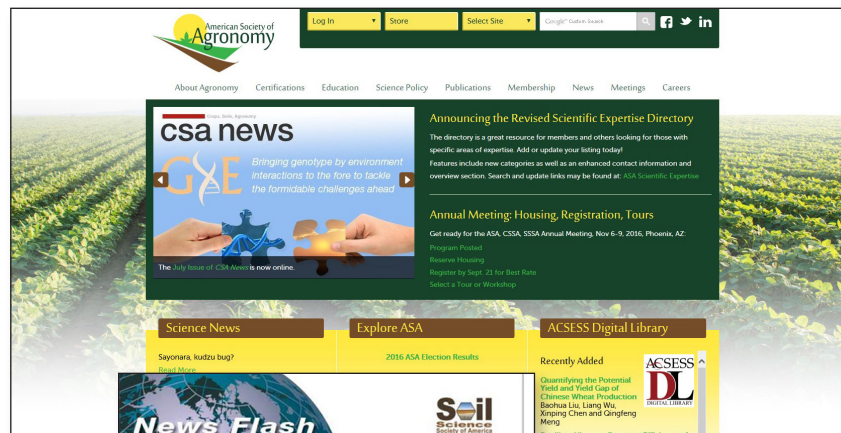
Visits/month: 26,400

News Flash biweekly e-newsletter

Sent to 9,500 members of ASA, CSSA, and SSSA.

Avg. impressions: 4,809

Avg. clickthroughs: 28



Rate Card and Mechanicals

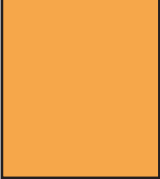
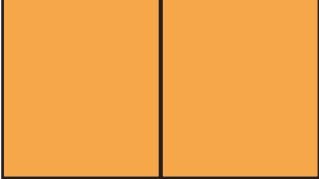





Rate card: Print

Frequency	2-page spread	Back cover	Inside front cover	Inside back cover	Inside 1 page	Inside ½ page	Inside ¼ page
1x	\$5,900	\$3,688	\$3,393	\$2,950	\$2,950	\$1,918	\$1,033
6x	\$5,605	\$3,504	\$3,223	\$2,802	\$2,802	\$1,822	\$981
12x	\$5,428	\$3,393	\$3,122	\$2,714	\$2,714	\$1,765	\$950

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

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 18 pt (1/4 in) beyond the page (trim) edge.




						
Full page bleed 8 7/8 x 11 1/8 in	2-page spread 17 1/4 x 11 1/8 in	Full page (no bleed) 7 7/8 x 9 7/8 in	1/2 page vert. 3 7/8 x 9 in	1/2 page hor. 7 x 4 1/2 in	1/4 page vert. 3 3/8 x 4 3/8 in	1/4 page hor. 4 3/8 x 3 3/8 in
Trim Size 8 3/8 x 10 7/8 in	Trim Size 16 3/4 x 10 7/8 in					

Rate card: Electronic

Placement	Frequency	Position	Cost
agronomy.org	1 month	A (leaderboard)	\$1,500
		B (button)	\$1,000
		C (button)	\$375
crops.org	1 month	A (leaderboard)	\$1,000
		B (button)	\$750
		C (button)	\$250
soils.org	1 month	A (leaderboard)	\$2,000
		B (button)	\$1,500
		C (button)	\$500
News Flash e-newsletter	1x	A (leaderboard)	\$3,000
		B (button)	\$2,500
		C (button)	\$1,000

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: 300 x 250 px	
Position C (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.