

2022 **media**kit
csa news

CROP SCIENCE, SOIL SCIENCE, AGRONOMY



Welcome

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



SCIENCE

Crop Yield, Nitrous Oxide Emissions following Swine Manure Application

By Kaitie Kozlowski

There is contradictory evidence regarding the effect on yields and nitrous oxide emissions of swine manure in place of synthetic fertilizers. A meta-analysis was conducted to reduce some of the confusion. Finding that overall, swine manure does not impact yield or nitrous oxide emissions. Crop yields were consistently reduced when manure was applied on the surface of a field vs. below the surface and when applied to soils with higher clay content vs. coarsely textured soils.

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SCIENCE

Soil Organic Matter Black Box

Examining Alkaline Extraction and Humic Substances Research

By Du McCauley

A recent special section in the journal of Environmental Quality collected more than 10 papers to examine the state of research on alkaline extraction and humic substances. Both proponents and opponents of the method published papers discussing the viability and reliability of alkaline extractions. Alkaline extraction represents a tool soil scientists' look to better understand the effect of management and environmental practices on soil organic matter. Relationships between these resources and climate. This information is soil organic matter (SOM) may be a means of understanding future greenhouse gas emissions from the soil. But there seems to be no consensus on how to best measure SOM. In the soil, organic matter acts like black box, holding the history of carbon and nutrient cycling events and illuminating the relationships between these resources and climate. This information is soil organic matter (SOM) may be a means of understanding future greenhouse gas emissions from the soil. But there seems to be no consensus on how to best measure SOM. In the soil, organic matter acts like black box, holding the history of carbon and nutrient cycling events and illuminating the relationships between these resources and climate.

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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.

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*

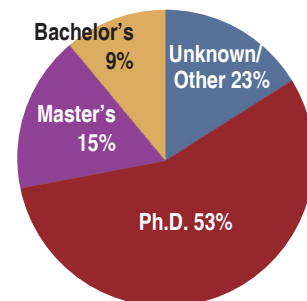
Job Functions

- 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

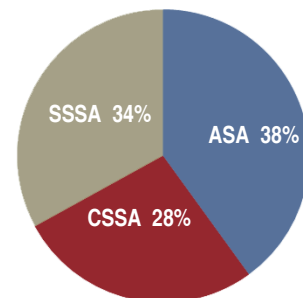
8,400+ individual members

Education



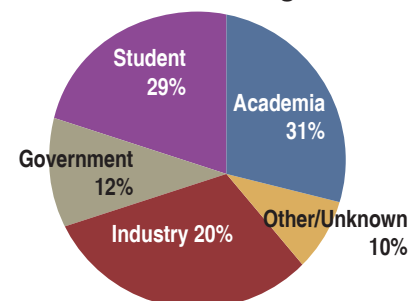
Highest level achieved.

Society Distribution



Members may belong to more than one Society.

Work Setting



"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 its 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

Issue	Region/topics	Ad artwork due
January <i>mails Jan. 10</i>	White Clover Living Mulch Enhances Soil Health Versus Annual Cover Crops Genetic Control of Weeds 3 Tips for Handling Supply Chain Disruptions	Nov. 25, 2021
February <i>mails Feb. 10</i>	The Role Of Innovative Cropping Systems To Enhance Soil Health And Climate Resilience Mosaicism in Cannabis Assessing Soil Total Iron Using NixPro Color Sensor Special Sections: Annual Meeting Highlights and Theses and Dissertations	Dec. 23, 2021
March <i>mails Mar. 10</i>	Urban Agroforestry Belowground Phenotyping Intercropping Ginger with Bamboo in the Himalayas	Jan. 25
April <i>mails Apr. 10</i>	Manuresheds: Reconnecting Crop and Livestock Systems Advances in Genomic Selection, Machine Learning Galapagos Island Chronosequence	Feb. 28
May <i>mails May. 10</i>	Herbicide-Resistant Weeds in the Pacific Northwest Raspberries and Nematode Dynamics Oceanic Pedology: Is there a Depth too Deep?	Mar. 28
June <i>mails June 10</i>	Soils on Mars	Apr. 25)
July <i>mails July 10</i>		May 25
August <i>mails Aug. 10</i>		June 25
September <i>mails Sep. 10</i>	Clean Water Act 50 th Anniversary: part 1 Annual Meeting Preview	July 25
October <i>mails Oct. 10</i>	Clean Water Act 50 th Anniversary: part 2	Aug. 25
November <i>mails Nov. 10</i>	Clean Water Act 50 th Anniversary: part 3	Sep. 25
December <i>mails Dec. 10</i>		Oct. 25

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

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

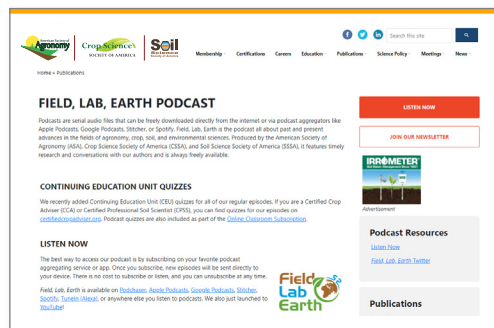
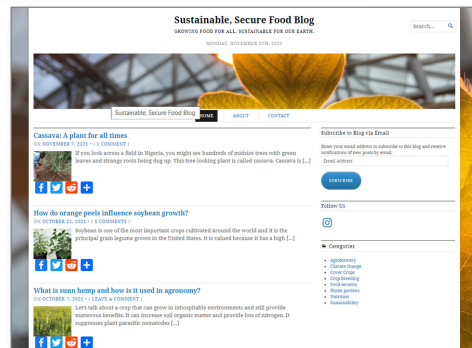
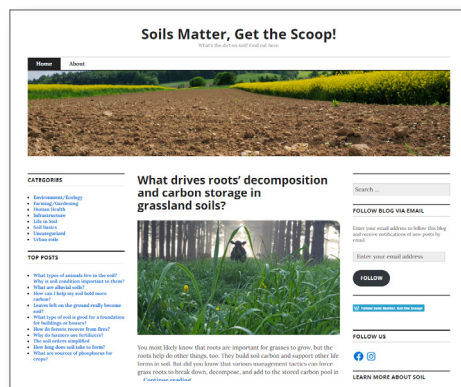
Podcast Sponsorship

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. Listens per Episode: 705
- Will be launching on YouTube soon*

RATE CARD

Frequency	Cost
Full Year	\$300 per Episode
Individual Episode	\$250 per Episode
Bonus “Specialty Topic” Episodes	\$350 per Episode



Rate Card & Mechanicals

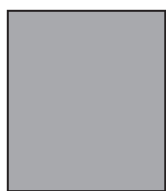

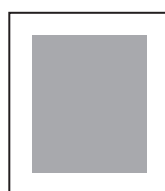
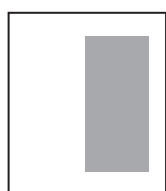
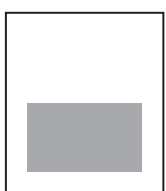
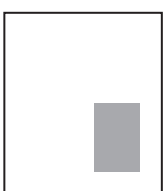
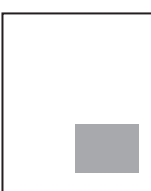
Rate Card: Print

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 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 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 1/4 in beyond the page (trim) edge. **Please do not include crop marks between trim and bleed.**



						
Full page bleed 8 7/8 x 11 3/8 in Trim Size 8 3/8 x 10 7/8 in	2-page spread 17 1/4 x 11 3/8 in Trim Size 16 3/4 x 10 7/8 in	Full page (no bleed) 7 3/8 x 9 7/8 in	1/2 page vert. 3.375 x 9.493 in	1/2 page hor. 6.951 x 4.5 in	1/4 page vert. 3.375 x 4.5 in	1/4 page hor. 4.5 x 3.4 in

Rate Card: Electronic

Placement	Frequency	Position	Cost
agronomy.org	30 days	B (button)	\$1,500
crops.org	30 days	B (button)	\$750
soils.org	30 days	B (button)	\$1,000
News Flash e-newsletter	1x	A (leaderboard)	\$3,000
		B (button)	\$2,500
Publications Hub	30 days	A (leaderboard)	\$1,000
		B (button)	\$700
Journal Homepage	30 days	A (leaderboard)	\$500
		B (button)	\$300

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

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

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.