



Crops & Soils

2017-2018
MEDIA
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The magazine for certified crop advisers, agronomists, and soil scientists

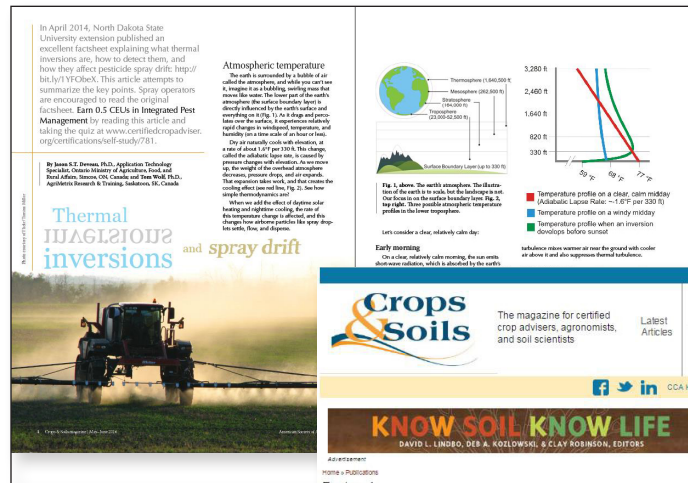


Welcome

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!

New content published regularly

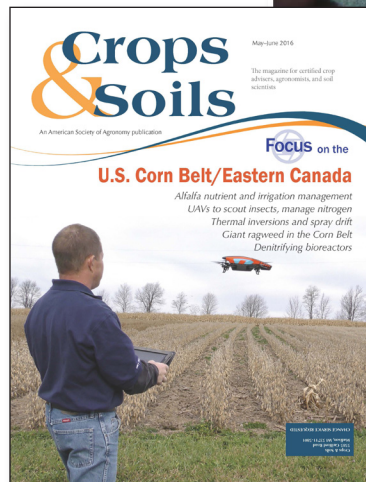
Crops & Soils magazine is published six times a year in print, once a month as an e-newsletter to all *Crops & Soils* readers, and a couple times a month via the website (<https://dl.sciencesocieties.org/publications/crops-and-soils>).



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/1YfOchX>. 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.

Atmospheric temperature
The earth is surrounded by a bubble of air called the atmosphere, and while you can't see it, it traps in the heat during the day and keeps the sun's heat from escaping the earth's surface. It's a double-edged sword. On the one hand, it keeps the earth warm enough to support life. On the other hand, it traps in the heat during the day and keeps the sun's heat from escaping the earth's surface. It's a double-edged sword. On the one hand, it keeps the earth warm enough to support life. On the other hand, it traps in the heat during the day and keeps the sun's heat from escaping the earth's surface. It's a double-edged sword.

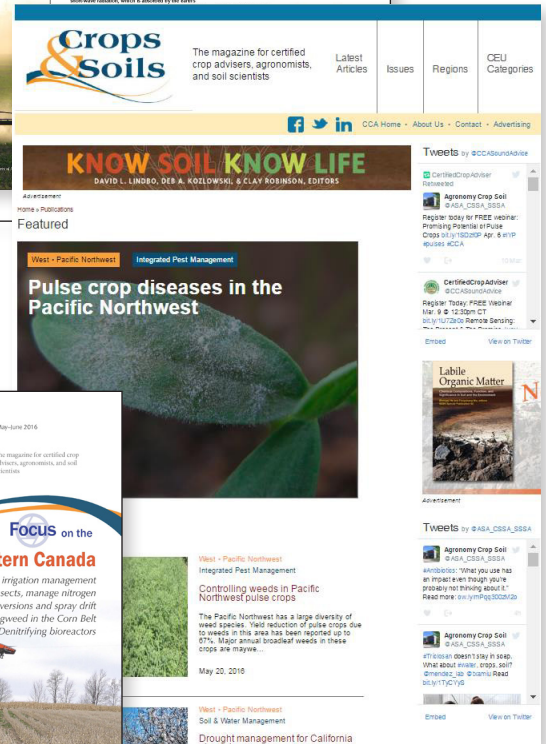
Fig. 1. Above: The earth's atmosphere. The distance from the earth to the sun, but the distance to the atmosphere is the key factor. On the left, the temperature profile on a clear, calm midday. On the right, the temperature profile on a windy, misty day. The temperature profile on a windy, misty day shows a temperature inversion, where the temperature near the ground is warmer than the temperature higher up.



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



Crops & Soils
The magazine for certified crop advisers, agronomists, and soil scientists

Latest Articles | Issues | Regions | CEU Categories

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West - Pacific Northwest Integrated Pest Management
Pulse crop diseases in the Pacific Northwest

West - Pacific Northwest Integrated Pest Management
Controlling weeds in Pacific Northwest pulse crops

West - Pacific Northwest Soil & Water Management
Drought management for California

Tweets by @CCASoilsMagazine

Agromoney Crop Sall
@ASA_CSSA_SSSA
Register today for FREE webinar: Promoting Resilience of Pulse Crops on 11/15/2016 Apr. 8 & 11/15/2016 AGCA

CertifiedCropAdviser
@CCASoilsMagazine
Register: Today FREE Webinar: Alfalfa: The Key to Profitable Pulse Crops on 11/15/2016 Apr. 8 & 11/15/2016 AGCA

Agromoney Crop Sall
@ASA_CSSA_SSSA
Webinar: "What you use has an impact on how you're probably not thinking about it." Read more: <http://bit.ly/1YfOchX>

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

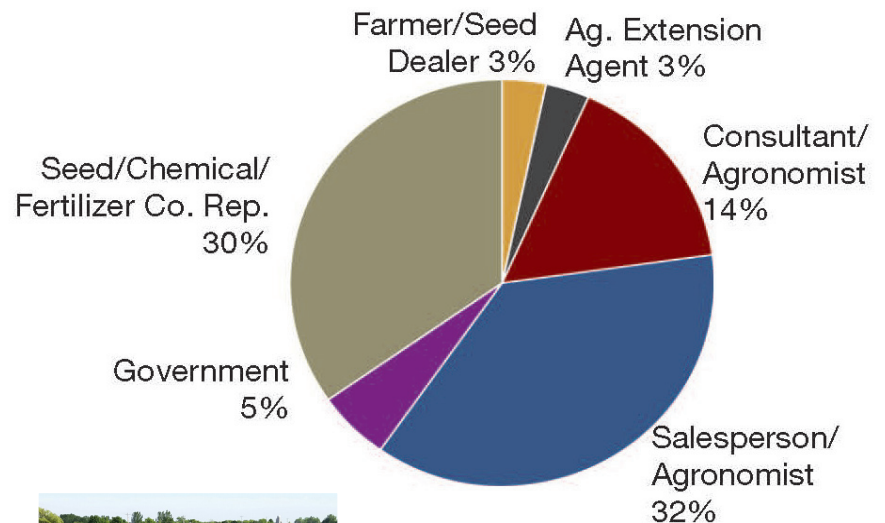
- 62% read every print issue, and 23% read between 3 to 5 issues/year.
- 75% rate *Crops & Soils* magazine as the top-rated or second best industry magazine and use the content in *Crops & Soils* magazine in their jobs.

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

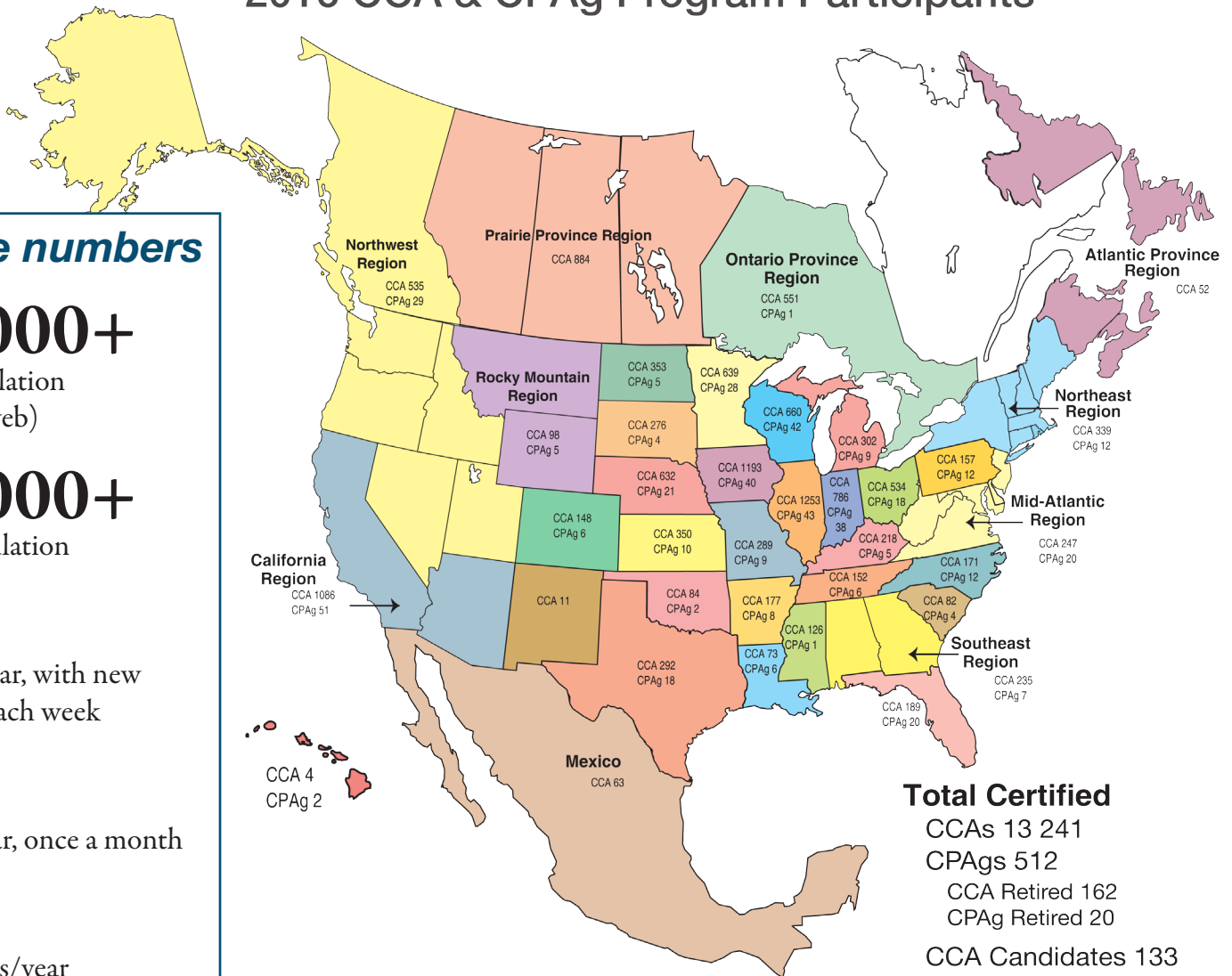




Distribution

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

Total Certified
 CCAs 13 241
 CPAGs 512
 CCA Retired 162
 CPAG Retired 20
 CCA Candidates 133

■ Editorial Calendar and Deadlines

Issue	Region/topics	Ad orders due (Materials due)
Sept.–Oct. 17	<ul style="list-style-type: none"> • Low-lignin alfalfa • Varietal differences in nitrogen and water use efficiency among spring wheat varieties • Potassium management for cotton • 4R framework implementation: precision ag adoption by farmers and dealers • Malt barley in the East • Low soil phosphorus and potassium limit soybean grain yield 	<ul style="list-style-type: none"> • Maximizing grower return on investment in soybean aphid management • Adapting the nitrogen replacement approach to dryland spring wheat in Pacific Northwest • Weed control in soybean with preemergence- and postemergence-applied herbicides
Nov.–Dec. 17	<ul style="list-style-type: none"> • Grain sorghum production in the Mid-Atlantic • Brown midrib forage sorghum • Integrating crop systems with livestock • CCA reactions to GM hybrid survey • Evaluation of Alfalfa–Tall Fescue Mixtures across Multiple Environments • Importance of soil properties on recommended biosolids management for winter wheat 	<ul style="list-style-type: none"> • How can soil amendments build better soils • Subsurface drip irrigation of field crops • Precision nitrogen management in corn • Wheat stem sawfly management in the Plains • Cover crops – and where they fit: • Vertical stratification of soil phosphorus as a concern for dissolved P runoff in the Lake Erie Basin
Jan-Feb 18	<ul style="list-style-type: none"> • How might precision planting and fertilizer placement systems affect the way a crop advisor collects soil samples? • So you want soil organic matter? The keys to keeping it • Nutrient loss reduction strategies -progress report • IPM and transgenic crops 	<ul style="list-style-type: none"> • Sprayer productivity • Importance of soil properties on recommended biosolids management for winter wheat • Evaluation of alfalfa–tall fescue mixtures across multiple environments • Impact of long-time no-till on soil organic carbon/matter - sequestration or simply stratification
Mar-Apr 18	<ul style="list-style-type: none"> • How are lower commodity prices affecting sufficiency, build, maintenance fertilizer programs for P and K? Agronomic vs. economic concerns. • Subsurface drip irrigation for field crops in Ontario • Herbicide resistance management 	<ul style="list-style-type: none"> • Managing herbicide volatility--Off target movement of dicamba in Missouri • Water quality and irrigation analysis reporting in western agriculture • Seed treatment pesticide drift and impact on pollinators

Subject to change and does not include all articles to be published. Some articles are published online only and do not appear in the print issue.



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)

Page views/month: 98,200

Visits/month: 17,100

Crops & Soils magazine website (<https://dl.sciencesocieties.org/publications/crops-and-soils>)

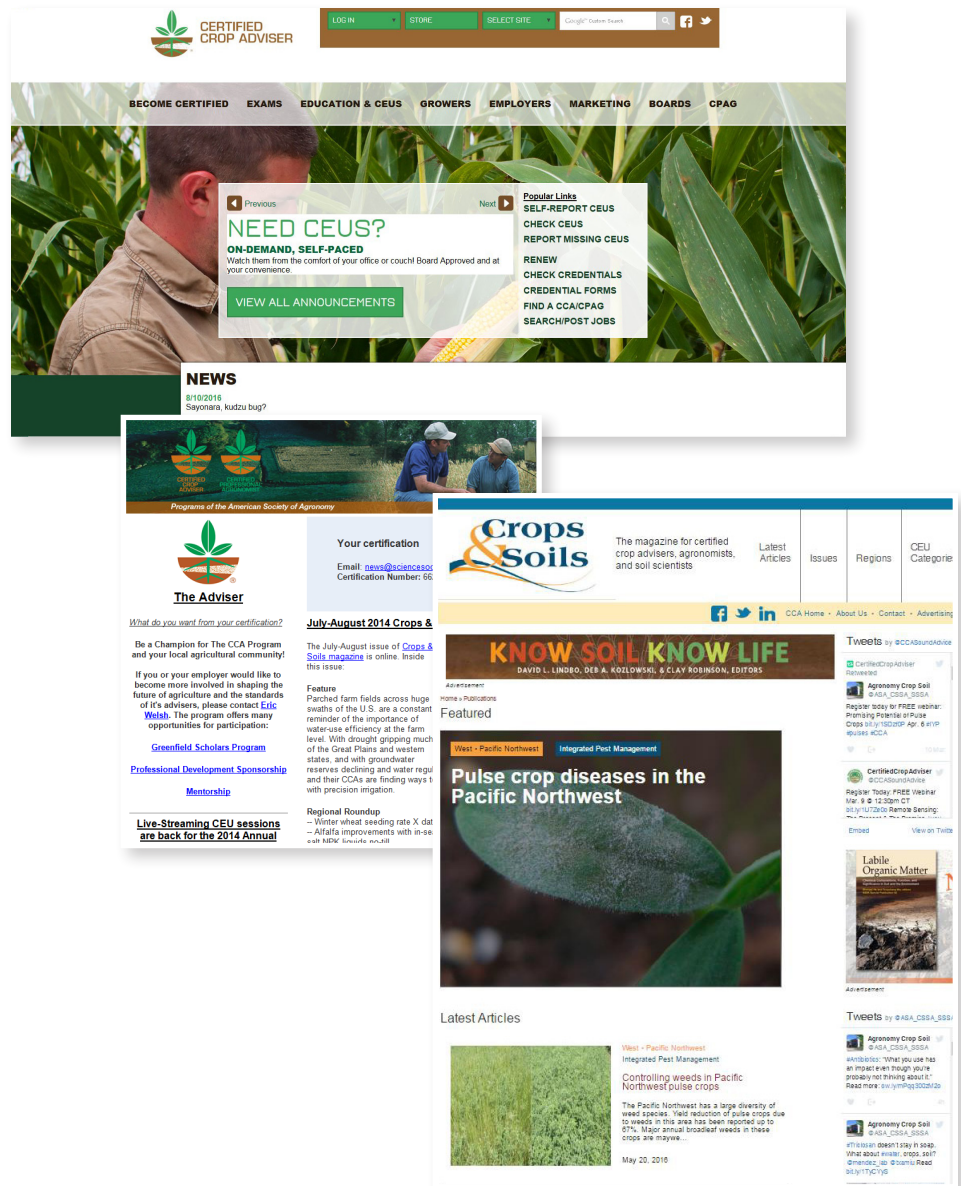
New articles posted throughout the month.

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.



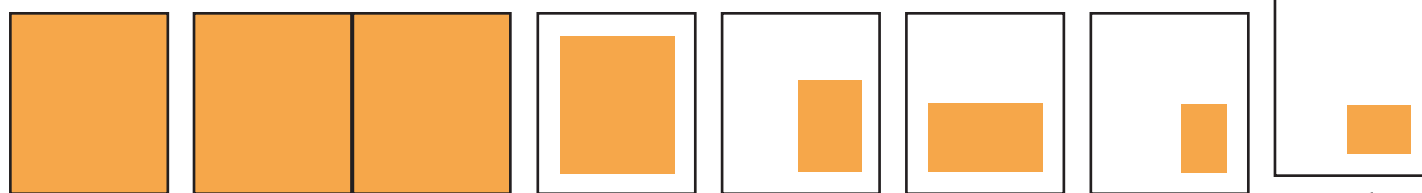
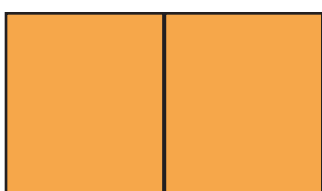



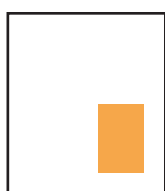

Rate Card and Mechanicals

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

						
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	½ page vert. 3 3/8 x 9 in	½ page hor. 7 x 4 1/2 in	¼ page vert. 3 3/8 x 4 3/8 in	¼ page hor. 4 3/8 x 3 3/8 in

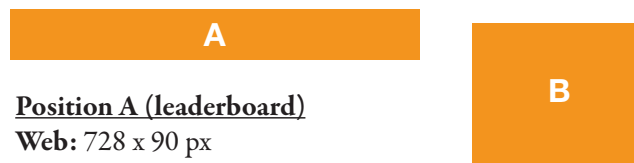
Live area of bleed page ads is 7 7/8 x 10 3/8 in. Place all graphics/text at least 1/2 in from the edge of the ad. Bleeds should extend 18 pt (1/4 in) beyond the page (trim) edge.

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.