

csa news

MEDIA KIT

Crop Science Society of America | Soil Science Society of America | American Society of 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.

Exciting news

- The theme of the 2017 International Annual Meeting of the American Society (ASA), Crop Science Society of America (CSSA), and Soil Science Society of America (SSSA) is “Managing Global Resources for a Secure Future.” See more information at www.acsmeetings.org.
- This year, ASA, CSSA, and SSSA are hosting a “Crop Residues for Advanced Biofuels Workshop” in Sacramento, CA, 15–17 Aug. 2017. See www.crops.org/meetings/crop-residues.
- ASA and CSSA are partnering with the Hemp Industries Association (HIA) in putting on the 24th Annual Conference of HIA at the University of Kentucky in Lexington, 8–11 Sept. 2017.
- Over the last year, the ACSESS Digital Library (dl.sciencesocieties.org) has added five new journals: Agricultural & Environmental Letters, Urban Agriculture & Regional Food Systems, Meat & Muscle Biology, Translational Animal Science, and The Plant Phenome Journal.

Celebrating the 2016 INTERNATIONAL YEAR OF PULSES

Science

because many, if not most, U.S. consumers never really see them in the first place.

“I think that the real trick is kind of the American culture,” Conner says. “If you look at your grandmother’s diet or your dad’s, you get up around 8 a.m. and you have a ‘big bowl’ of oatmeal. You know, porridge and oatmeal and all the rest of it.”

That operation is undoubtedly changing, Conner says. Younger generations are staying with bowl, versatile and healthy food in mind. And growing operations are being introduced and/or loaded with peas, lentils, and beans. “I’ve seen a lot of people who are looking at beans as a protein source,” Conner says. “I’ve seen a lot of people who are looking at beans as a protein source.”

So, for now, beans are really an afterthought as a staple. “I’m not saying that’s the goal,” Conner says. “I’m saying that’s the goal.”

“I think the growth potential for our industry isn’t in a corn or soybean but in a pulse,” Conner says. “I think the growth potential for our industry isn’t in a corn or soybean but in a pulse.”

What Are Pulses? Why Are They Important?

One Way to Better Health?

Great Tastes, More Filling—Through Science

6 I think the growth potential for our industry isn't in a corn or a package but is really in the ingredient.

market that don't have good and consumers may want to have product, and an ever-growing market.

Conrad helped develop the “Value-Crop” label that was authorized for approximately 100 products. The label was in contact research on the health benefits of the crops.

Conrad says that the label was developed in collaboration with the USDA, National Institute of Food and Agriculture, Specialty Crop Research Initiative, and the National Institute of Health.

“We are trying to do what we can to get more public input into the label,” Conrad says. “Conrad says that the label was developed in collaboration with the USDA, National Institute of Food and Agriculture, Specialty Crop Research Initiative, and the National Institute of Health.”

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November 2015

Your Science, Your Magazine

Crop Science Society of America | Society of Agronomy | American Society of Agronomy

January 2016

Can Plant BREEDING Go Open SOURCE?

Special News & Perspectives | Cows & Soil

Conference Looks at Science of Industrial Hemp

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The future of grazing research

Forging the Future of Grassland Research

by Madeline Fingar

With all the talk about rain, there’s one thing that’s not getting the attention it deserves: the soil. “The soil is the most important part of the system,” says Conner. “The soil is the most important part of the system.”

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Industrial Hemp Conference

July 28-29, 2016 | Optional travel: July 27

Join leading experts from the science-based meeting to build a cohesive discussion, define the cutting edge, and develop forward momentum around the science and science needs in the emerging industrial hemp industry.

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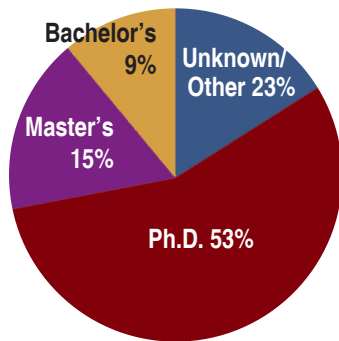
Reader Profile

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.

Reader demographics

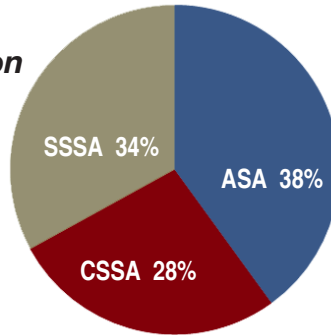
10,000+ individual members

Education



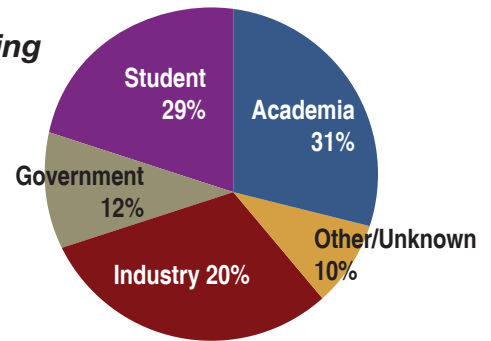
Highest level achieved.

Society Distribution



Members may belong to more than one Society.

Work Setting



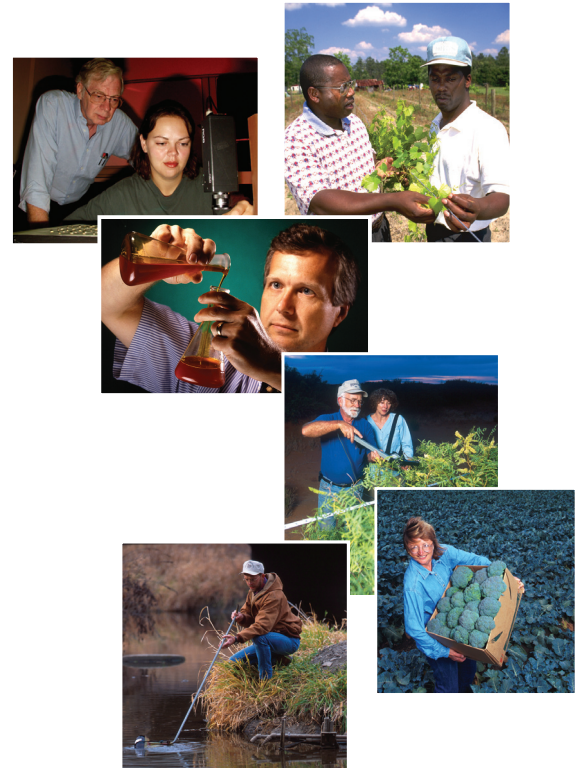
"Student" includes doctoral, master's, and bachelor's degree candidates

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)
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 	<ul style="list-style-type: none"> • NIRS technology - New methods/uses • Special section: theses/dissertations from our journals 	Jan. 1 (Jan. 11)
March 17 <i>mails Feb. 22</i>	<ul style="list-style-type: none"> • Modeling change in soil organic carbon under future climate conditions • Comparing green manures in no-till crop sequence 	<ul style="list-style-type: none"> • Capturing excess nutrients from waterways • CSSA, ASA launch new Plant Phenome Journal • Between Earth and Sky: Climate Change on the Last Frontier 	Feb. 1 (Feb. 11)
April 17 <i>mails Mar. 22</i>	<ul style="list-style-type: none"> • Can ancient grains find their way in modern agriculture? • Measuring nitrous oxide emissions from agriculture 	<ul style="list-style-type: none"> • European Turfgrass Society Conference Special Section • 'Crop Residues for Advanced Biofuels' Workshop 	Mar. 1 (Mar. 11)
May 17 <i>mails Apr. 24</i>	<ul style="list-style-type: none"> • Engineered soils • Diversifying cover crop mixtures 	<ul style="list-style-type: none"> • Measuring safe seed and grain storage conditions 	Apr. 1 (Apr. 11)
June 17 <i>mails May 22</i>	<ul style="list-style-type: none"> • Extraterrestrial soils and space agriculture • Crop wild relatives 	<ul style="list-style-type: none"> • Wildlife ecology for Ag students 	May 1 (May 11)
July 17 <i>mails June 22</i>	<ul style="list-style-type: none"> • Phosphorus site assessment • International Turfgrass Society Conference 	<ul style="list-style-type: none"> • Canola as winter crop in California 	June 1 (June 11)
August 17 <i>mails July 22</i>	<ul style="list-style-type: none"> • Malt barley in the East • Synchrotron radiation methods 	<ul style="list-style-type: none"> • Arbuscular mycorrhizal fungi and red cedar in Nebraska • Perch mercury and wildfire in Minnesota 	July 1 (July 11)
September 17 <i>mails Aug. 22</i>	<ul style="list-style-type: none"> • Fate of pesticides • Peas in Montana 	<ul style="list-style-type: none"> • Warming temps affect arsenic in rice • Annual Meeting award winners 	August 1 (Aug. 11)
October 17 <i>mails Sept. 22</i>	<ul style="list-style-type: none"> • Tradeoffs to management • Public sector cultivars 	<ul style="list-style-type: none"> • Peanut and wheat intercropping in Georgia • Last issue before the Annual Meeting (bonus distribution at the Annual Meeting) 	September 1 (Sept. 11)
November 17 <i>mails Oct. 22</i>	<ul style="list-style-type: none"> • Resilient crops • Development of a high-protein rice cultivar 		October 1 (Oct. 11)
December 17 <i>mails Nov. 22</i>	<ul style="list-style-type: none"> • Annual Meeting recap 		November 1 (Nov. 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

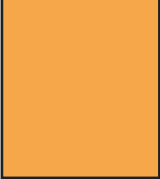
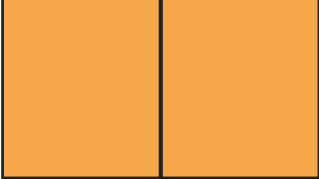





Rate card: Print

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 ½ in in from the edge of the ad. Bleeds should extend 18 pt (¼ 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	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
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.