

Crops, Soils, Agronomy

2017–2018

# csa news

# MEDIA KIT

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



<https://dl.sciencesocieties.org/publications/csa-news>

# csa news

## 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](http://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](http://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](http://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 getting generations of Americans used to eating oatmeal and other cereals is being nudged in a different direction. “We’re looking at the fact that our ‘gran has been ‘Sunday porridge,’ and we’re trying to get it out of our heads,” Conner says.

“So, for now, beans are really an foreign as a staple. Staying healthy, probably, but it’s not something people have been to experience preparing pulses.” “The beans, though, are ‘the black stuff.’ That’s not kind of ‘the way it is,’ but it is.”

“I think the growth potential for our industry isn’t in a corn or soybean but in the legumes,” Conner says. “Because beans are probably a staple, using the whole bean, not just the protein. They’re a good source of fiber, essential, so I wouldn’t say they’re only one source and easy for being a vegetable, protein food, and when you can incorporate that into a meal or putting it into soups, there are lots and lots of different ways to use beans that look very different than pasta.”

**What Are Pulses? Why Are They So Important?**

...the United Nations declared 2016 the International Year of Pulses (IYP). Pulses are an essential part of the food basket, and are a staple food for billions of people. They are a source of protein and other nutrients, and are a source of income for many people in developing countries. The importance of pulses to human and animal health is well documented.

**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-Chain Initiative” that was authorized for approximately \$100 million. The initiative was to conduct research on the health benefits of the “Value-Chain Initiative” that was authorized for approximately \$100 million. The initiative was to conduct research on the health benefits of the “Value-Chain Initiative” that was authorized for approximately \$100 million.

“We are trying to do what we can to get more public credit from the plant community,” Conrad says. “Market trends are already taking advantage of the nutritional value of beans, by getting them into snack foods and other products.” “We’re from our discussion with manufacturers and the percentage of beans that are used in snack foods is growing.” “We’re from our discussion with manufacturers and the percentage of beans that are used in snack foods is growing.”

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November 2015

Dear Subscriber, Your Magazine

Crop Science Society of America, Soil Science Society of America, American Society of Agronomy

**Can Plant BREEDING Go Open SOURCE?**

...What Are Pulses? Why Are They So Important?

...Can One To Better Health?

...Great Tunes, More Filling—Through Science

...News & Perspectives

...Conference Looks at Science of Industrial Hemp

...The future of grazing research

...Forging the Future of Grassland Research

**The future of grazing research**

Forging the Future of Grassland Research

by Melissa Fingar

With all the talk about rain, drought, and crop production, it’s easy to forget that the world’s largest rangeland is in the United States. Rangelands cover 1.5 billion acres, or about 40 percent of the United States. They are a source of food, fiber, and recreation. They are also a source of carbon sequestration. They are a source of biodiversity. They are a source of ecosystem services. They are a source of... (text continues)

...The future of grazing research

...Forging the Future of Grassland Research

### Conference Looks at Science of Industrial Hemp

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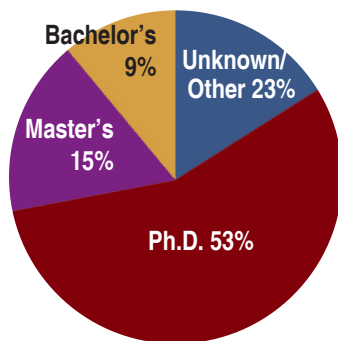
## Reader Profile

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

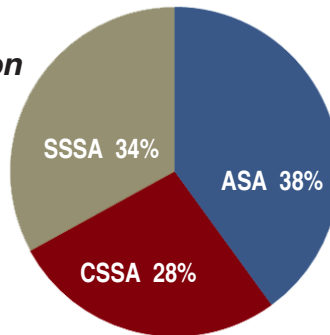
10,000+ individual members

#### Education



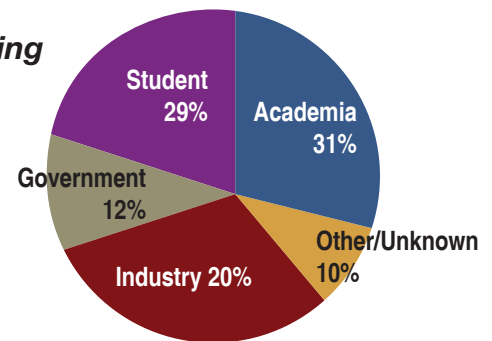
Highest level achieved.

#### Society Distribution



Members may belong to more than one Society.

#### Work Setting



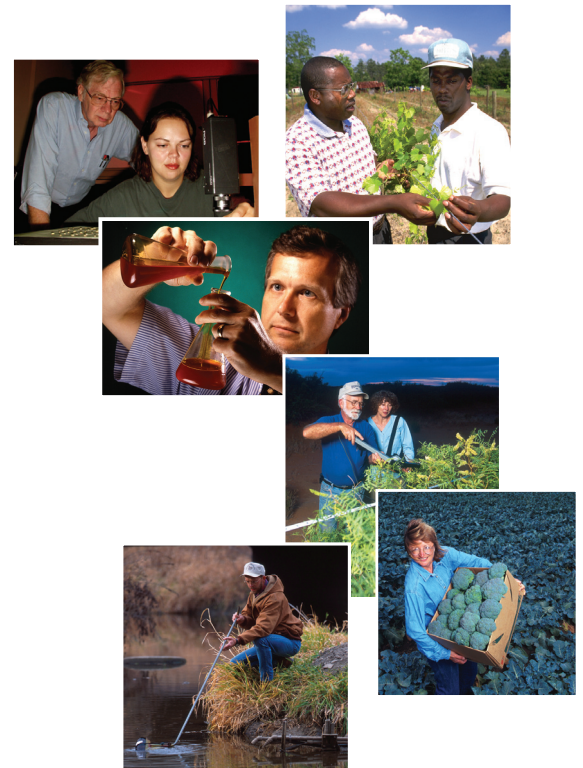
"Student" includes doctoral, master's, and bachelor's degree candidates

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

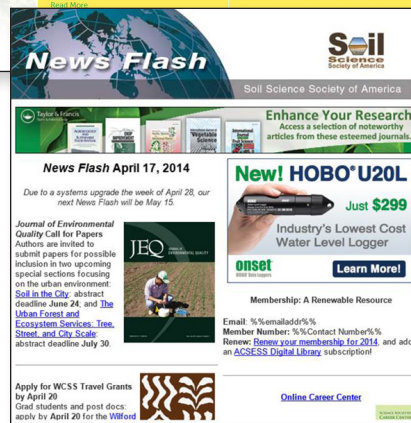
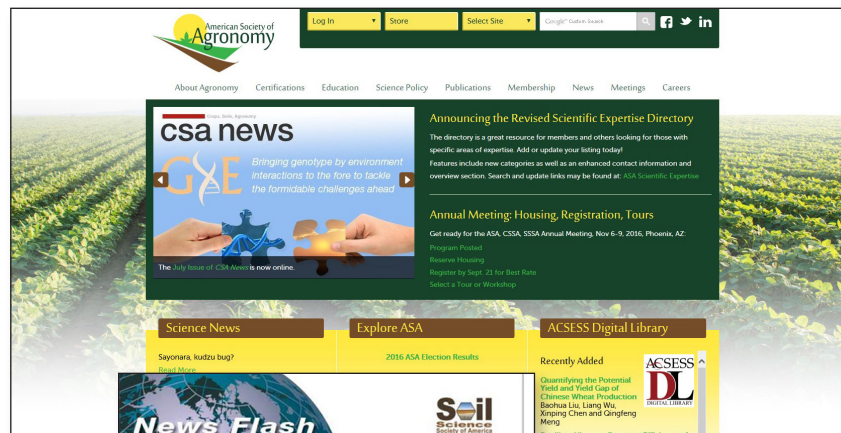
Visits/month: 26,400

#### 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

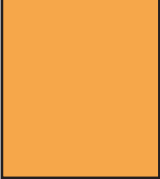
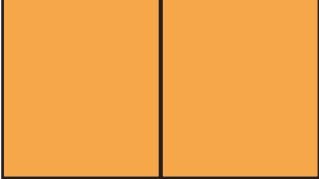





## Rate card: Print

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 1/2 in 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.**




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

	
<b>Position A (leaderboard)</b> <b>Web:</b> 728 x 90 px <b>E-newsletter:</b> 645 x 80 px	
	
<b>Position B (button)</b> <b>Both web and e-newsletter:</b> 300 x 250 px	
<b>Position C (button)</b> <b>Both web and e-newsletter:</b> 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.