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**Contact**  
sales@sciencesocieties.org
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. Our certified professionals are the best in the field by taking certification and continuing education provided through *Crops & Soils* magazine. 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.

**Advertorial/article series — *Crops & Soils* magazine**

Present up-to-date agronomic practices, principles, and technologies in the form of a series of articles or advertorials. Pricing varies based on number and size of articles or if a part of a customized advertising package.

“#1 way to reach CCAs is to support them in meeting their professional development (CEU) goals!”

—CCA Professional
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
- 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 magazine content in their jobs.
- 74% Specify or recommend products and services to clients and customers

They are influential

Top 8 list of products specified or recommended:

1. Chemicals or fertilizers
2. Seeds
3. Herbicides and spray equipment
4. Consulting services
5. Seed treatment systems
6. Tilling and harvesting equipment
7. Farm equipment and 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.
Crops & Soils magazine reaches more than 13,500 CCAs, CPAg’s, and CPSS’s in both print and digital forms, but the reach is far greater. The ASA estimates that CCAs directly or indirectly impact 65% of all crop production acres nationwide. Additionally, nearly 6,000 ASA members and students have access to digital content. In addition, 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.

### The numbers

- **19,000** Total circulation (print and web)
- **13,500** Print circulation
- **65** Articles/year
- **12** Emails/year, once a month
- **6** Print issues/year

### Employment type

- **6%** Ag. Extension Agent
- **22%** Consultant
- **38%** Salesperson
- **5%** Farmer, Seed Dealer
- **4%** Government

### 2023 CCA and CPAg program participants

- **Total Certified CCAs 12,871**
- **Total Certified CPAg’s 400**
- **CCA Candidates 4R NMS 493**
- **CCA Candidates RMS 151**
- **CCA Candidates PASp 174**
- **CCA Candidates MM 21**
- **CCA Candidates NSp 904**
## Editorial calendar and deadlines 2024

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad artwork due</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Feb</td>
<td>Dec. 8, 2023</td>
<td>How pipeline installations impact agricultural fields and landowners</td>
</tr>
<tr>
<td>Mar-Apr</td>
<td>Feb. 1, 2024</td>
<td>Soil fertility, fertilizers, and crop nutrition: Part 1</td>
</tr>
<tr>
<td>May-June</td>
<td>Apr. 5, 2024</td>
<td>Soil fertility, fertilizers, and crop nutrition: Part 2</td>
</tr>
<tr>
<td>July-Aug</td>
<td>Jun. 7, 2024</td>
<td>Soil fertility, fertilizers, and crop nutrition: Part 3</td>
</tr>
<tr>
<td>Sept-Oct</td>
<td>Aug. 4, 2024</td>
<td>Harvest</td>
</tr>
<tr>
<td>Nov-Dec</td>
<td>Sept. 27, 2024</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Subject to change and does not include all articles to be published.
**Print:** spec and rate card

**Mechanicals:** print

- **Full page bleed**
  - 8 ⅞ x 11 ⅜ in
  - **Trim Size**
  - 8 ⅞ x 10 ⅜ in

- **2-page spread bleed**
  - 17 ⅞ x 11 ⅜ in
  - **Trim Size**
  - 16 ¾ x 10 ⅜ in

- **Full page (no bleed)**
  - 7 ⅞ x 10 ⅜ in

- **½ page vert.**
  - 3 ⅞ x 9 ½ in

- **½ page hor.**
  - 7 x 4 ½ in

- **¼ page vert.**
  - 3 ⅞ x 4 ½ in

- **¼ page hor.**
  - 4 ½ x 3 ⅜ in

---

**Rate card:** Print  
*Contact sales@sciencesocieties.org for more information on unique placements*

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2-page spread</th>
<th>Back cover</th>
<th>Inside front cover</th>
<th>Inside back cover</th>
<th>Inside 1 page</th>
<th>Inside ½ page</th>
<th>Inside ¼ page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$6,240</td>
<td>$3,900</td>
<td>$3,588</td>
<td>$3,120</td>
<td>$3,120</td>
<td>$2,028</td>
<td>$1,092</td>
</tr>
<tr>
<td>3x</td>
<td>$17,784</td>
<td>$11,115</td>
<td>$10,227</td>
<td>$8,892</td>
<td>$8,892</td>
<td>$5,781</td>
<td>$3,111</td>
</tr>
<tr>
<td>6x</td>
<td>$34,446</td>
<td>$21,528</td>
<td>$19,806</td>
<td>$17,220</td>
<td>$17,220</td>
<td>$11,196</td>
<td>$6,030</td>
</tr>
</tbody>
</table>

- Live area of bleed page ads is 7 ⅞ x 10 ⅜ in.
- Place all graphics and text at least ½ in from the edge of the ad.
- Bleeds should extend ¼ in beyond the page (trim) edge.

Please include crop marks.
Maintaining TURF in a Changing Climate
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 ASA, CSSA, and SSSA.

Featured advertising options for 2024

Polybagged issues  Bellybanded issues  Postcard inserts

Advertorial/article series — CSA News magazine

Present up-to-date agronomic practices, principles, and technologies in the form of a series of articles or advertorials. Pricing varies based on number and size of articles or if a part of a customized advertising package.

Connect with experts in the fields of agronomy, crop science, and soil science by leveraging the power of CSA News—a highly valued membership perk!
Reader profile

Readers of CSA News work to feed and sustain the world through the production and management of food, feed, fiber, fuel, and pharmaceutical crops. They do this while maintaining and improving the environment, as well as, working on issues related to environmental quality, ecosystem substitutability, bioremediation, waste management recycling and wise land use.

Highly read

- CSA News magazine is the top-rated benefit of membership in ASA, CSSA, and 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

- 44.5% Research
- 23.8% Other, unknown
- 9.0% Teaching
- 8.5% Consulting
- 4.7% Management, administration
- 3.5% Extension
- 2.4% Technical information service
- 1.5% Sales
- 1.1% Field representative
- 1.0% Soil survey

Reader demographics

- Individual members: 8,400+
- 15% Master’s
- 53% Ph.D.
- 9% Bachelor’s
- 34% SSSA
- 28% CSSA
- 38% ASA
- 29% Student
- 31% Academia
- 10% Industry
- 10% Government
- 10% Other, unknown

* Members may belong to more than one Society.
** “Student” includes doctoral, master’s, and bachelor’s degree candidates
Distribution

The print issue of CSA News magazine reaches 7,500+ 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.

7,500
Circulation

180+
Articles per Year

12
Issues per year

56%
Discuss with others

26%
Visit a website

23%
Pass issue to others

39%
Seek more information
## Editorial calendar and deadlines 2024

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad artwork due</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>Nov. 22, 2023</td>
<td>Wildfires and soil carbon loss</td>
</tr>
<tr>
<td>Feb</td>
<td>Dec. 22, 2023</td>
<td>Machine learning in agriculture</td>
</tr>
<tr>
<td>Mar</td>
<td>Jan. 23, 2024</td>
<td>Soil protein: a key indicator of soil health and nitrogen management</td>
</tr>
<tr>
<td>Apr</td>
<td>Feb. 23, 2024</td>
<td>Microbiome Part 1: current trends, tools, and applications in food and agriculture</td>
</tr>
<tr>
<td>May</td>
<td>Mar. 25, 2024</td>
<td>Microbiome Part 2: current trends, tools, and applications in food and agriculture</td>
</tr>
<tr>
<td>June</td>
<td>Apr. 24, 2024</td>
<td>Plenary speaker announcement for 2024 ASA, CSSA, SSSA Annual Meeting</td>
</tr>
<tr>
<td>July</td>
<td>May 22, 2024</td>
<td>World Food Prize winner</td>
</tr>
<tr>
<td>Aug</td>
<td>June 24, 2024</td>
<td>Recap of the 2024 SSSA Bouyoucos Summer Conference</td>
</tr>
<tr>
<td>Sept</td>
<td>July 24, 2024</td>
<td>Preview of the 2024 ASA, CSSA, SSSA Annual Meeting</td>
</tr>
<tr>
<td>Oct</td>
<td>Aug. 23, 2024</td>
<td>Awards and Fellows</td>
</tr>
<tr>
<td>Nov</td>
<td>Sept. 25, 2024</td>
<td>TBD</td>
</tr>
<tr>
<td>Dec</td>
<td>Oct. 23, 2024</td>
<td>TBD</td>
</tr>
</tbody>
</table>

*Subject to change and does not include all articles to be published*
**Spec and rate card:** print

**Mechanicals:** print

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page bleed</td>
<td>8 3/8 x 11 3/8 in</td>
</tr>
<tr>
<td>Trim size</td>
<td>8 3/8 x 10 7/8 in</td>
</tr>
<tr>
<td>2-page spread bleed</td>
<td>17 3/8 x 11 3/8 in</td>
</tr>
<tr>
<td>Trim size</td>
<td>16 3/4 x 10 7/8 in</td>
</tr>
<tr>
<td>Full page (no bleed)</td>
<td>7 3/8 x 9 3/8 in</td>
</tr>
<tr>
<td>1/2 page vert.</td>
<td>3 3/8 x 9 1/2 in</td>
</tr>
<tr>
<td>1/2 page hor.</td>
<td>7 x 4 1/2 in</td>
</tr>
<tr>
<td>1/4 page vert.</td>
<td>3 3/8 x 4 1/2 in</td>
</tr>
<tr>
<td>1/4 page hor.</td>
<td>4 1/2 x 3 3/5 in</td>
</tr>
</tbody>
</table>

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

Please include crop marks.

**Rate Card:** print

Contact sales@sciencesocieties.org for more information on unique placements

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2-page spread</th>
<th>Back cover</th>
<th>Inside front cover</th>
<th>Inside back cover</th>
<th>Inside 1 page</th>
<th>Inside 1/2 page</th>
<th>Inside 1/4 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,900</td>
<td>$3,688</td>
<td>$3,393</td>
<td>$2,950</td>
<td>$2,950</td>
<td>$1,918</td>
<td>$1,033</td>
</tr>
<tr>
<td>6x</td>
<td>$5,605</td>
<td>$3,504</td>
<td>$3,223</td>
<td>$2,802</td>
<td>$2,802</td>
<td>$1,822</td>
<td>$981</td>
</tr>
<tr>
<td>12x</td>
<td>$5,428</td>
<td>$3,393</td>
<td>$3,122</td>
<td>$2,714</td>
<td>$2,714</td>
<td>$1,765</td>
<td>$950</td>
</tr>
</tbody>
</table>
Digital opportunities
Monetization of ad retargeting

What is ad retargeting?
Have you ever looked at a tractor online, or a potential vacation spot, and then for the next couple weeks you notice ads for that same tractor or that same vacation spot seem to be following you around the internet? That’s ad retargeting.

Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news on The Wall Street Journal. As visitors move about the internet, partner sites will host your ads to the pages they visit, keeping you, your company and your products or services top of mind over time.

- Reconnect with target audience
- Increased exposure of products/services
- Deepen customer appreciation of your brand

Why Retargeting?
Our audience becomes your audience with retargeting. Get exclusive direct access to our Certified Crop Advisers, Membership, and our websites’ visitors, retargeting them to your company’s ads that will showcase your brand, anywhere they visit online.

Quality Targeting
Don’t rely on broad, generic targeting on common ad platforms to market your company. Stand out with our uniquely qualified audience that will showcase your business to those who need you the most.

Intelligent marketing starts here
Guaranteed digital reach with every attendee and website visitor.

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>20,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>50,000</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

Your ad viewed on our platforms:
- Certified Crop Advisers
- ASA, CSSA, SSSA Membership
- ASA, CSSA, SSSA Engagement: At Large

Your ad retargeted on other sites visited by the viewer.
E-newsletters

Crops & Soils e-newsletter

**Distributed monthly (12X Annually)**

Sent to more than 15,000 certified professionals, American Society of Agronomy members, and students to inform them of the latest content posted to the *Crops & Soils* magazine website.

<table>
<thead>
<tr>
<th>Current distribution</th>
<th>Average impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>15,000+</strong></td>
<td><strong>14,000+</strong></td>
</tr>
</tbody>
</table>

The Adviser e-newsletter

**Bi-monthly distribution (6X Annually)**

The official e-newsletter of the Certified Crop Adviser (CCA) program. Sent to more than 11,000 CCAs detailing program updates and the latest professional and continuing education opportunities. *(Exclusive Placement)*

<table>
<thead>
<tr>
<th>Current distribution</th>
<th>Average impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>11,000+</strong></td>
<td><strong>9,500+</strong></td>
</tr>
</tbody>
</table>

News Flash e-newsletter

**Monthly distribution (12X Annually)**

The Societies bi-weekly electronic newsletter that highlights updates and news exclusively for members.

<table>
<thead>
<tr>
<th>Current distribution</th>
<th>Average impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>8,000+</strong></td>
<td><strong>2,500+</strong></td>
</tr>
</tbody>
</table>
Digital opportunities: spec and rate card

### Crops & Soils e-newsletter
- **Leaderboard**: 645 x 80px
- **Button**: 300 x 250px
- **Text Ad**: *(Size and Pricing TBD)
  (based on availability and content request)*

### The Adviser e-newsletter
- **Leaderboard**: 645 x 80px
- **Position**: A (leaderboard)
- **Cost**: $3,500
  - plus ~20 words of copy in body of e-newsletter

### News Flash e-newsletter
- **Leaderboard**: 645 x 80px
- **Position**: A (leaderboard)
- **Cost**: $3,000
  - plus ~20 words of copy in body of e-newsletter
  - (based on availability and content request)

---

**Placement** | **Frequency** | **Position** | **Cost**
--- | --- | --- | ---
Crops & Soils monthly e-newsletter | 1x | A (leaderboard) | $3,000
The Adviser bi-monthly e-newsletter | 1x | A (leaderboard) | $3,500

All invoices for electronic ads will include impression/clickthrough data.
Webinars

2024 Sustainable Agronomy Conference virtual event series

July 2024

Visibility in front of certified professional advisers and growers! The strategies, principles, and systems approach to on-farm planning that will be discussed during the conference will advance the implementation of sustainable practices in production agriculture. Along with keeping the cost of registration down, your sponsorship would allow us to bring in a dynamic and influential group of experts to create a robust program and platform for learning.

A base, $5,000 sponsorship includes the following:

- Company logo and name on conference website
- 8 weeks of promotion and visibility
- 1 Sustainable Agronomy Conference registration
- Sponsor recognition on meeting program
- Sponsor recognition in social media posts: pre- and post-conference (Facebook and X)
- Sponsor recognition in conference ad in Crops & Soils magazine
- Thank you recognition on pre- and post-conference promotions (i.e., 5 direct emails to a targeted marketing list of ASA members and Certified Crop Advisers)

Estimated virtual attendance: **3000+**

Webinar sponsorship

Our members, certified professionals, and academic connections allow the ASA and SSSA to be the foremost provider of professional development webinars in the fields of agronomy, soil science, and agriculture. Put your organization’s logo and agronomic or agribusiness topic in front of industry influencers, including our certified professionals. Our targeted marketing reaches out to over 21,000 individuals related to agriculture.

The webinar’s message will be customized to your request! Full sponsorship would allow us to provide registration at no cost to ensure your organization and brand receive maximum exposure.

- 45-60 minutes, live
- Hosted registration page pre- and post-event
- Advertising space in the featured well of our homepage 1-2 months pre-webinar *certifiedcropadviser.org, agronomy.org, crops.org, soils.org
- Invitation e-blasts (directly to all CCAs) 2 per webinar
- Inclusion in The Adviser e-newsletter
- Webinar recording available on-demand

Full sponsorship

$10,500

- Discounts will be given for multi-webinar or series packages
- Partial sponsorships are available if partnering with other organizations
## Podcasts

**Podcast sponsorship**
Field, Lab, Earth is the podcast all about past and present advances in the fields of agronomic, crop, soil, and environmental sciences. Produced by the ASA, CSSA, and SSSA, it features timely research and conversations with our authors and is always freely available.

### Rate card: Podcast sponsorship

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual episode</td>
<td>$300 per episode</td>
</tr>
<tr>
<td>Full year</td>
<td>$250 per episode</td>
</tr>
<tr>
<td>Bonus “specialty topic” episodes</td>
<td>$350 per episode</td>
</tr>
</tbody>
</table>

Total downloads: **88,000**  
Avg. downloads per episode: **863**  
CEUs offered for most episodes!  
Check us out on YouTube
ASA, CSSA, and SSSA Annual Meeting

Nov 10-13, 2024, San Antonio, Texas

The ASA, CSSA, and SSSA are coming together to ignite the ultimate gathering of ideas, solutions, and innovation in the realm of environmental sciences. Brace yourself for our Annual Meeting - a dynamic blend of science, networking, collaboration, and pure camaraderie that promises to set your passion for agronomy, crop, and soil sciences ablaze! We extend a warm welcome to emerging learners and leaders hailing from industry titans, government agencies, and esteemed academic institutions. Join us as we embark on an exhilarating journey through the cutting-edge advances in our fields!

Don’t miss this opportunity to:
- Build brand awareness
- Collect high-quality sales leads
- Launch new products and services
- Cultivate customer relationships
- Expand your customer base to the next generation

Sponsorship options:

**Diamond** – $20,000+
**Gold** – $10,000+
**Silver** – $7,500+

**Bronze** – $5,000+
**Exhibitors** – $2,200+
## Sponsorship opportunities

Sponsorship dollars spent in total receive the corresponding extra benefits highlighted below.

<table>
<thead>
<tr>
<th>Benefits included at each level</th>
<th>Diamond $20,000+</th>
<th>Gold $10,000+</th>
<th>Silver $7,500+</th>
<th>Bronze $5,000+</th>
<th>Exhibitors $2,200+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit hall</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10’ x 10’ Booth (premium, corner, inline)</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>8’-high draped back wall, 3’-high draped sidewalls</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>6’ skirted table and 2 contour chairs (per exhibiting company)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Booth identification sign</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Included ASA, CSSA, SSSA Annual Meeting registrations</td>
<td>8</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Listing on ASA, CSSA, SSSA Annual Meeting website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Publication</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-page 4C ad in society publication of your choice</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre- and post-show attendee mailing lists</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Continued on next page.
<table>
<thead>
<tr>
<th>Benefits included at each level</th>
<th>Sponsorship level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Diamond $20,000+</td>
</tr>
<tr>
<td>Branding</td>
<td></td>
</tr>
<tr>
<td>Premium signage</td>
<td>X</td>
</tr>
<tr>
<td>Recognition at opening keynote</td>
<td>X</td>
</tr>
<tr>
<td>Logos on signs through-out meeting</td>
<td>X</td>
</tr>
<tr>
<td>Company name and logo on ASA, CSSA, SSSA Annual Meeting website</td>
<td>X</td>
</tr>
<tr>
<td>Thank you recognition in e-newsletter</td>
<td>X</td>
</tr>
<tr>
<td>Mobile app ad of choice (banner, footer, tower)</td>
<td>X</td>
</tr>
<tr>
<td>Attendee cash drawing</td>
<td>X</td>
</tr>
</tbody>
</table>

**Exhibitor portal**

For access to all Annual Meeting exhibit information visit our Exhibitor Portal and create an account to:

- Complete your contract
- View a checklist to know what you’ve submitted and when items are due
- View floor plans and helpful tools such as the Service Kit
- Access all the up-to-date information you’ll need to exhibit!

[acsmeetings.org/exhibitors-portal](http://acsmeetings.org/exhibitors-portal)
Welcome

ASA, CSSA, and SSSA controls the advertising placements on the Wiley Online Library platform. The main hub page is located at https://acsess.onlinelibrary.wiley.com/

- Specifications and illustrations of each are on the following page.
- Electronic ads are placed on a calendar monthly basis generally two weeks before the end of each month.
- A list of all ad placement locations is on page 27.
- Wiley can segment ad placement by journal and can run multiple ads in rotation within the same placement.
- As a standard, Wiley will render one ad within the given placement so that the same ad appears on every page associated with the specific publication. (For example, an ad placed on the CSA News hub page will appear on all CSA News web pages.)

Featured advertising options for 2024
- Publications Hub Page: Only page featuring our journals, books and magazines in one place on the Wiley Online Library.
Spec and rate card

Digital ad specifications

- There is leaderboard ad placement (size: 728 x 90px) for each journal page (top page of the page on Wiley Online Library)

- There are rectangular ad placements (size: 300 x 250px) for each journal page (right rail of the page)

Format: JPEG is the preferred format. Other acceptable formats are: GIF, PNG, and SWF. Interlaced and non-interlaced files are acceptable, as are animated files. No flash files allowed.

Please provide hyperlinks to associate with each digital ad

Rate card

Email sales@sciencesocieties.org for more information on unique placements

<table>
<thead>
<tr>
<th>Placement</th>
<th>Frequency</th>
<th>Position</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per publication</td>
<td>Monthly</td>
<td>Leaderboard</td>
<td>$750</td>
</tr>
<tr>
<td>(See list on page 27)</td>
<td></td>
<td>Right rail</td>
<td>$500</td>
</tr>
<tr>
<td>Main hub page</td>
<td>Monthly</td>
<td>Leaderboard</td>
<td>$950</td>
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</table>
## Digital ad locations

### ACSESS WOL web ad placements publication

<table>
<thead>
<tr>
<th>Publication</th>
<th>Publication type</th>
<th>Ad location</th>
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</thead>
<tbody>
<tr>
<td>CSA News</td>
<td>Magazine</td>
<td>Leaderboard</td>
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<tr>
<td>CSA News</td>
<td>Magazine</td>
<td>Right rail</td>
</tr>
<tr>
<td>Crops &amp; Soils</td>
<td>Magazine</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Crops &amp; Soils</td>
<td>Magazine</td>
<td>Right rail</td>
</tr>
<tr>
<td>Agricultural &amp; Environmental Letters</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Agricultural &amp; Environmental Letters</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>Agrosystems, Geosciences &amp; Environment</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Agrosystems, Geosciences &amp; Environment</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>Agronomy Journal</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Agronomy Journal</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>Crop, Forage &amp; Turfgrass Management</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Crop, Forage &amp; Turfgrass Management</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>Crop Science</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Crop Science</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>Journal of Environmental Quality</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Journal of Plant Registrations</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>Journal of Plant Registrations</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Natural Sciences Education</td>
<td>Journal</td>
<td>Leaderboard</td>
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<tr>
<td>Natural Sciences Education</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>Soil Science Society of America Journal</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Soil Science Society of America Journal</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>The Plant Genome</td>
<td>Journal</td>
<td>Leaderboard</td>
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<tr>
<td>The Plant Genome</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>The Plant Phenome Journal</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>The Plant Phenome Journal</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>Urban Agriculture &amp; Regional Food Systems</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Urban Agriculture &amp; Regional Food Systems</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
<tr>
<td>Vadose Zone Journal</td>
<td>Journal</td>
<td>Leaderboard</td>
</tr>
<tr>
<td>Vadose Zone Journal</td>
<td>Journal</td>
<td>Right rail</td>
</tr>
</tbody>
</table>
Interested or have questions contact:

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608-268-4967

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