Certified crop advisers, agronomists, and practicing soil scientists turn to one source for the information they need—*Crops & Soils* magazine, published by the American Society of Agronomy. *Crops & Soils* magazine focuses on solutions to the daily challenges facing those working in the field. More than 14,000 certified professionals and 6,000 members of the American Society of Agronomy (including more than 2,000 agronomy, crops, and soils students) receive this magazine, which is published 6 times a year.

*Crops & Soils* readers 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.

**Career Center**

Job postings are published online at www.careerplacement.org and in the Career Center section. Pricing will remain the same if you opt out of the online publishing. Pricing will remain the same if you opt out of the online publishing. Printed ads containing more than 3,000 characters are considered display listings and are available at the standard display ad rate (see below).

**B.S., M.S., Ph.D., Postdoctoral level positions:**

$850 per month for up to 3,000 characters print + online

$1,500 per month for up to 3,000 characters (print + online + CSA News magazine)

**Internship/Assistantships:**

$250 per month for up to 1,200 characters

To list a job, and find additional details and rate packages, visit www.careerplacement.org and click on “Employers.” You may contact jobs@sciencesocieties.org or call 608-268-4952 with any questions.

**Purchasing and Buying Power**

- 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.

**Length of Certification**

- <1 year 3%
- 1-4 years 14%
- 5-9 years 14%
- 10 years 5%
- 11-15 years 28%
- 16-20 years 36%
Crops & Soils Magazine Print Ad Sizes

<table>
<thead>
<tr>
<th>Format</th>
<th>Trim Size</th>
<th>Full Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page bleed</td>
<td>603 x 783 pt</td>
<td>639 x 819 pt</td>
</tr>
<tr>
<td>2-page spread</td>
<td>1206 x 783 pt</td>
<td>1242 x 819 pt</td>
</tr>
<tr>
<td>Full page (no bleed)</td>
<td>1206 x 783 pt</td>
<td>531 x 711 pt</td>
</tr>
<tr>
<td>½ page vert.</td>
<td>16 x 10 3/8 in</td>
<td>244 x 652 pt</td>
</tr>
<tr>
<td>½ page hor.</td>
<td>16 x 10 3/8 in</td>
<td>507 x 330 pt</td>
</tr>
<tr>
<td>¼ page vert.</td>
<td>16 x 10 3/8 in</td>
<td>244 x 320 pt</td>
</tr>
<tr>
<td>¼ page hor.</td>
<td>16 x 10 3/8 in</td>
<td>332 x 250 pt</td>
</tr>
</tbody>
</table>

Live area of bleed page ads is 567 x 747 pt (7 7/8 x 10 3/8 in).
Place all graphics/text at least 36 pt (1/2 in) in from the outer edge of the ad.

Mechanicals

- All ads are subject to the publisher’s approval.
- Bleed page size is 639 x 819 pt (8 7/8 x 11 3/8 in). Trim size is 603 x 783 pt (8 3/8 x 10 3/8 in).
  Bleeds should extend 18 pt (1/4 in) beyond the page (trim) edge.
- Live area is 567 x 747 pt (7 7/8 x 10 3/8 in). Place all graphics/text at least 36 pt (1/2 in) from the outer edge of the ad.
- Please submit all display ads as a print-ready PDF file:
  - Embed all fonts
  - 300 dpi or higher
  - RGB colors only. Files created in CMYK or pantone will be converted to RGB; we accept no responsibility for the color accuracy of converted files.

Rate Card

<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>$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>6x</td>
<td>$5,928</td>
<td>$3,705</td>
<td>$3,409</td>
<td>$2,964</td>
<td>$2,964</td>
<td>$1,927</td>
<td>$1,037</td>
</tr>
<tr>
<td>12x</td>
<td>$5,741</td>
<td>$3,588</td>
<td>$3,301</td>
<td>$2,870</td>
<td>$2,870</td>
<td>$1,866</td>
<td>$1,005</td>
</tr>
</tbody>
</table>

Contact McCall Mohanna (214-291-3651 or mccall@mohanna.com) for more information on unique placements (e.g. bellybands, tip-ins, specials inserts, polybags, etc).

Display ad deadlines

There are 6 issues/year (Jan.-Feb., Mar.-Apr., May-June, July-Aug., Sept.-Oct., and Nov.-Dec.) Insertion orders due on the 15th of the month preceding publication (e.g., February 15 for the March–April issue). Artwork is due the 28th of the month preceding publication.

Contacts

Advertisers
McCall Mohanna
214-291-3651 or mccall@mohanna.com

Editorial
Matt Nilsson
608-268-4968 or mnilsson@sciencesocieties.org