



# 2025 ASA, CSSA, SSSA Media Kit

Catalyst to engage certified crop advisers, agronomists, and researchers in agronomy, crop, and soil science.



Catalyst to engage certified crop advisers, agronomists, and researchers in agronomy, crop, and soil science.

# Contents

<b>Crops &amp; Soils magazine</b>	<b>3</b>
Reader profile	5
Distribution	6
<b>CSA News magazine</b>	<b>8</b>
Reader profile	9
Distribution	10
<b>Digital opportunities</b>	<b>11</b>
Programmatic retargeting	12
E-newsletters	13
Spec and rate card	14
Webinars	15
Podcasts	16
<b>Sponsorship opportunities</b>	<b>17</b>
CANVAS annual meeting	17
Sponsorship levels	18
<b>Wiley Online Library</b>	<b>19</b>
Digital ad	20
Spec and rate card	21
Locations	22



**For more information contact**

David Kathe

[dkathe@glminc.com](mailto:dkathe@glminc.com)

630-841-8804

# Crops & Soils Digital Magazine

For years, certified crop advisors, agronomists and soil scientists have turned to Crops & Soils magazine for the information they need. 2025 marks the beginning of a new era with the debut of Crops & Soils digital magazine. While our format may have changed, we will continue to focus on solutions to the daily challenges facing those working in the field. Our readers are Certified Crop Advisors (CCAs), Certified Professional Agronomists (CPAg), and Certified Professional Soil Scientists (CPSS). They're the audience you want to reach - the experts that growers trust.

New articles will be posted online weekly with issues emailed directly to readers every month. Content will be grouped by region, topic, year, and issue, and the robust search function will allow readers to find what they're looking for - fast! All content is freely available with no log in required.

## New content *published regularly*

*Crops & Soils* magazine publishes new articles every month.

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

**—CCA Professional**



## Rates

Leaderboard - \$1,500 / 2 available per issue

Right Rail - \$1,000 / 4 available per issue

\* All materials due no later than the 15th of the month prior.



# Crops & Soils Readers and Numbers

*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



Read between half to all of the *Crops & Soils* issues published each year



Rate *Crops & Soils* magazine as the top-rated or second best industry magazine and use the magazine content in their jobs.



Specify or recommend products and services to clients and customers

## They are influential

Top 8 list of products specified or recommended:

**Chemicals or fertilizers**

**Seeds**

**Herbicides and spray equipment**

**Consulting services**

**Seed treatment systems**

**Tilling and harvesting equipment**

**Farm equipment and machinery**

**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



## 2024 CCA and CPAg program participants

### Total Certified

**12,357** CCAs

**385** CPAgs

402 CCA Retired  
32 CPAg Retired

**1,832** CCA Candidates

465 4R NMS  
163 SSp  
138 RMS  
163 PASp  
18 MM  
885 NSp

# CSA News Digital Magazine

Agronomists, crop scientists, soil scientists, and environmental scientists for years have turned to CSA News for the latest research, perspectives, career and educational opportunities. As CSA News goes digital in 2025 - we'll continue to be the official magazine for members of the Tri-Societies. New articles will be posted online every week with issues emailed directly to readers every month. Content will be grouped by topic, year, and issue, and the robust search function will allow readers to find what they're looking for - fast! All content will be freely available with no log in required.

**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!



# The Numbers

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 one of the top-rated benefits of membership in ASA, CSSA, and SSSA

**97%**

Read the magazine

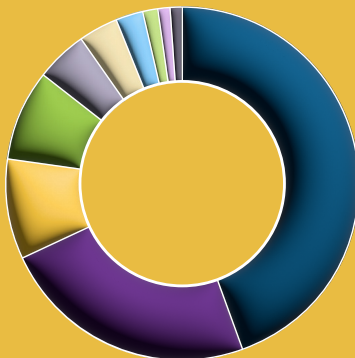
**67%**

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

# Distribution

*CSA News* magazine reaches 8,000+ 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 in *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.

\*Numbers are based on historical print publications.



**8,000** Circulation



**180+** Articles per year

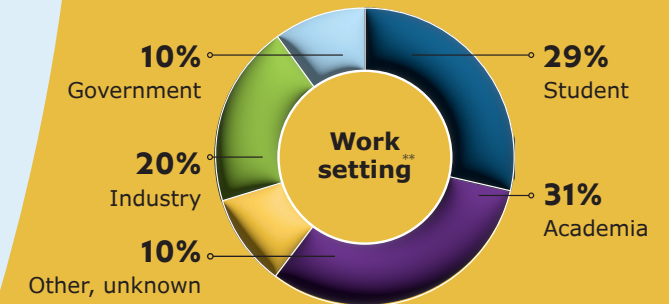
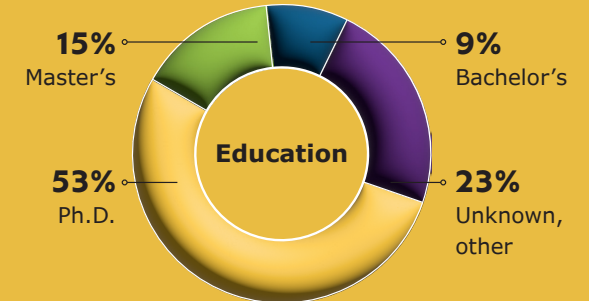


**12** Issues per year

## Reader demographics

Individual members

**8,000+**



\* Members may belong to more than one Society.  
 \*\* "Student" includes doctoral, master's, and bachelor's degree candidates

# 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.

Impressions	Cost
10,000	\$2,500
20,000	\$5,000
50,000	\$7,500

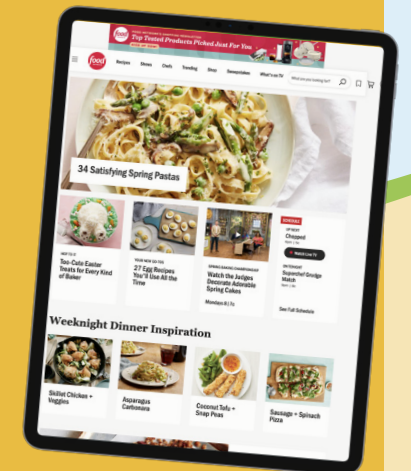
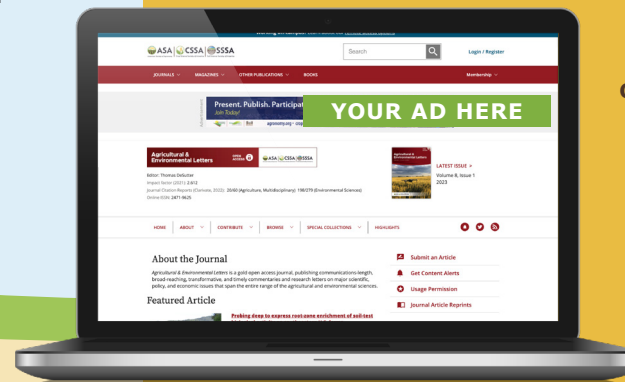
Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

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.

agronomy.org  
certifiedcropadviser.org  
crops.org  
soils.org



# E-newsletters

## ***Crops & Soils e-newsletter***

***Distributed monthly (12X Annually)***

Sent to more than 14,000 certified professionals and students to inform them of the latest content posted to the *Crops & Soils* magazine website.

Current distribution

**14,000+**

## ***CSA News e-newsletter***

***Distributed monthly (12X Annually)***

Sent to 8,000 members of ASA, CSSA, and SSSA--researchers, scientists, professionals, and students--to inform them of the latest content posted to *CSA News* magazine website.

Current distribution

**8,000+**

## ***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)

Current distribution

**11,000+**

## ***News Flash e-newsletter***

***Monthly distribution (12X Annually)***

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

Current distribution

**8,000+**



# Digital Opportunities: spec and rate card

## Crops & Soils e-newsletter

**Leaderboard** 600 x 80px

**Right Rail** 250 x 200px

**Text Ad** \*Size and Pricing TBD

(based on availability and content request)

## CSA News e-newsletter

**Leaderboard** 600 x 80px

**Right Rail** 250 x 200px

**Text Ad** \*Size and Pricing TBD

(based on availability and content request)

## The Adviser e-newsletter

**Leaderboard** 600 x 80px

plus ~20 words of copy in body of e-newsletter

**\$3,500**

## News Flash e-newsletter

**Leaderboard** 600 x 80px

plus ~20 words of copy in body of e-newsletter

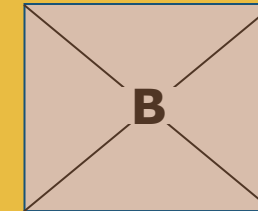
**\$3,000**

(based on availability and content request)

## Crops & Soils e-newsletter and CSA News e-newsletter

**Position A (leaderboard)**—600 x 80px

**Position B (right rail)**—250 x 200px



Placement	Frequency	Position	Cost
Crops & Soils monthly e-newsletter	1x	A (leaderboard)	\$3,000
		B (right rail)	\$2,500
CSA News monthly e-newsletter	1x	A (leaderboard)	\$2,500
		B (right rail)	\$2,000
The Adviser bi-monthly e-newsletter	1x	A (leaderboard)	\$3,500
News Flash monthly e-newsletter	1x	A (leaderboard)	\$2,500



# 2025 Sustainable Agronomy Conference virtual event series

## July 2025

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.

### \$5,000 Sponsorship

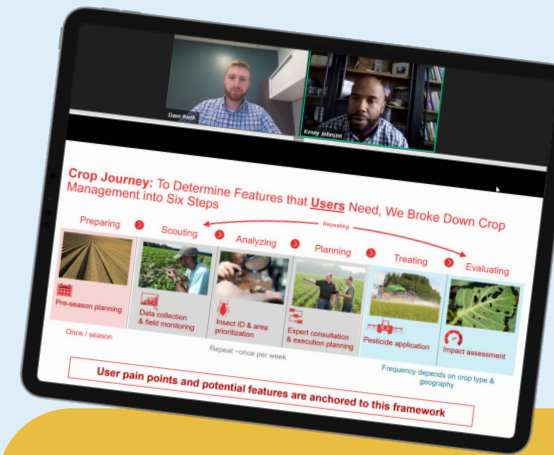
- Company logo and name on conference website
- 8 weeks of promotion and visibility
- Sponsor recognition on meeting program
- Sponsor recognition in social media posts: pre- and post-conference (Facebook and X)
- Thank you recognition on pre- and post-conference promotions (i.e., 5 direct emails to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

Estimated virtual attendance: **3000+**



# Webinar sponsorships

Position your organization in front of industry influencers and certified professionals. Our targeted marketing reaches out to over 21,000 individuals related to agronomy, crop and soil sciences from lab and classroom through to field.



## Educational Focused Webinars

Allow learning to take center stage with our Educational Focused Webinars. Approved for CCA Continuing Education Units, these webinars will focus on the science and / or its application providing educational information for the participant. They will not market products or services. \$5,000

- The sponsor will work with society staff to choose the topic and select speakers. Society staff will control all content adoption.
- The sponsor's logo will appear on all promotional materials prior to the webinar.

## Advertiser Sponsored Webinars

Build your company's brand and create a new source of leads with our Advertiser Sponsored Webinars. These webinars will not provide CCA Continuing Education Units, but will help your company reach existing audiences and attract new ones. \$10,000

- Sponsor works with society staff to choose topic and select speakers
- Sponsor logo on all promotional materials
- 2-minute sponsor video to be shown at the beginning of the webinar
- Sponsor will receive a list of attendees following the webinar



# 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 ASA, CSSA, and SSSA, it features timely research and conversations with our authors and is always freely available wherever you listen: Spotify, Alexa, YouTube, and our website: <https://fieldlabearth.libsyn.com/>



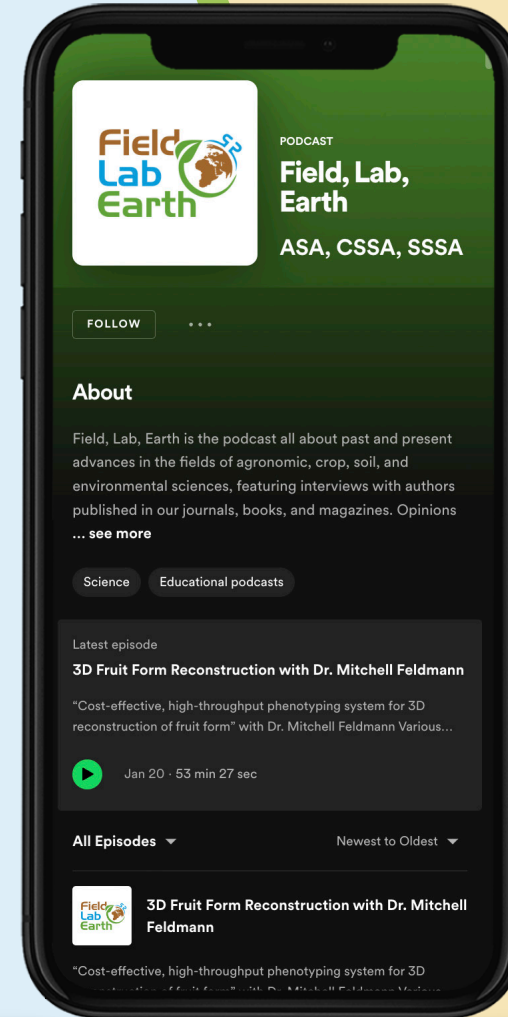
Total downloads:  
**105,500**

Avg. downloads per episode:  
**865**

CEUs offered for most episodes!

## Rate card: Podcast sponsorship

Frequency	Cost
Individual episode	\$300 per episode
Full year	\$250 per episode
Bonus "specialty topic" episodes	\$350 per episode





Where Crop, Agronomic, Environmental, and Soil Sciences Connect

# Sponsorship Opportunities

## CANVAS

**Nov 9-12, 2025, Salt Lake City, Utah**

Each year ASA, CSSA, and SSSA come together to ignite the ultimate gathering of ideas, solutions, and innovation in the realm of environmental sciences. CANVAS welcomes leaders and students alike hailing from industry titans, government agencies and esteemed academic institutions. We'd love for you to join us as we embark on an exhilarating journey through the cutting-edge advances in our fields.



# Sponsorship opportunities

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

## Benefits Included at Each Level

### Exhibit Hall

10' x 10" Booth

8'-high draped back wall, 3'-high draped sidewalls

6' skirted table & 2 chairs (per exhibiting company)

Booth identification sign

### Number of Full Conference Registrations

Advertisement with tracking in mobile conference app

Email Blast – pre-event, during, and post-event

Pre- and post-show attendee mailing lists

Attendee \$1000 Drawing Event

Thank you recognition in E-newsletter

Logos on signs throughout entire meeting space

Company name and logo on ACS Annual Meeting website

## SPONSORSHIP LEVEL

Diamond \$20,000	Gold \$10,000	Silver \$7,500
---------------------	------------------	-------------------

<b>4</b>	<b>2</b>	<b>1</b>
----------	----------	----------

X	X	X
---	---	---

X	X	X
---	---	---

X	X	X
---	---	---

<b>8</b>	<b>4</b>	<b>2</b>
----------	----------	----------

X	X	
---	---	--

X	X	
---	---	--

X		
---	--	--

X		
---	--	--

X	X	X
---	---	---

X	X	X
---	---	---

X	X	
---	---	--

\*If contract and payment is received prior to October 1, 2025.

## Exhibitor Booth Pricing:

\$2,600 - Inline  
 \$2,800 - Corner  
 \$3,000 - Premium  
 \$10,500 - Island



# Wiley Online Library

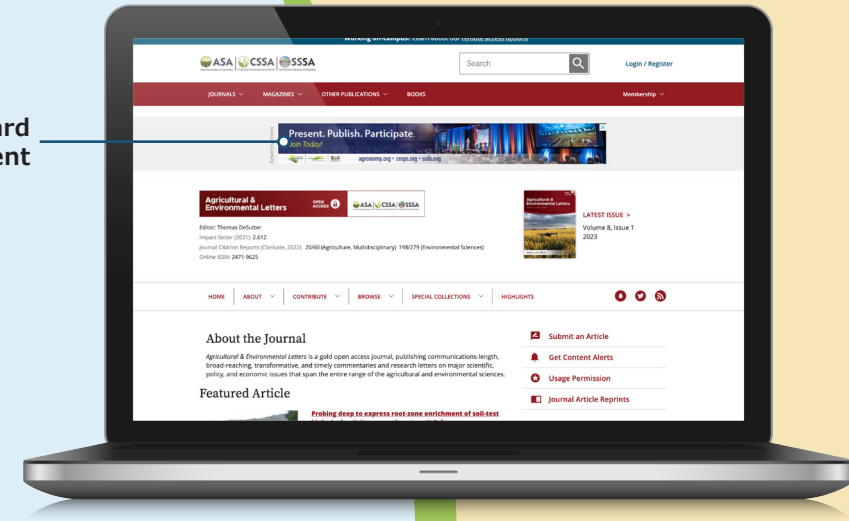
ASA, CSSA, and SSSA control the advertising placements on the Wiley Online Library platform.

<https://access.onlinelibrary.wiley.com/>

- Electronic ads are placed monthly
- Wiley can segment ad placement by journal and can run multiple ads in rotation within the same placement

*\*All materials are due on the 15th of the month prior.*

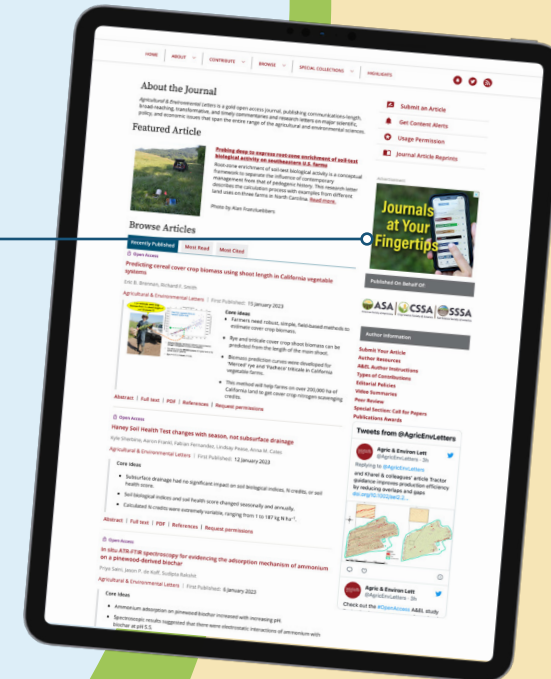
leaderboard ad placement



## Featured advertising options for 2025

- Publications Hub Page: Only page featuring our journals, and books in one place on the Wiley Online Library

right rail ad placement



# Digital ad locations

## ACCESS WOL web ad placements publication

Publication	Publication type	Ad location
Agricultural & Environmental Letters	Journal	Leaderboard
Agricultural & Environmental Letters	Journal	Right rail
Agrosystems, Geosciences & Environment	Journal	Leaderboard
Agrosystems, Geosciences & Environment	Journal	Right rail
Agronomy Journal	Journal	Leaderboard
Agronomy Journal	Journal	Right rail
Crop, Forage & Turfgrass Management	Journal	Leaderboard
Crop, Forage & Turfgrass Management	Journal	Right rail
Crop Science	Journal	Leaderboard
Crop Science	Journal	Right rail
Journal of Environmental Quality	Journal	Leaderboard
Journal of Environmental Quality	Journal	Right rail

Publication	Publication type	Ad location
Journal of Plant Registrations	Journal	Leaderboard
Journal of Plant Registrations	Journal	Right rail
Natural Sciences Education	Journal	Leaderboard
Natural Sciences Education	Journal	Right rail
Soil Science Society of America Journal	Journal	Leaderboard
Soil Science Society of America Journal	Journal	Right rail
The Plant Genome	Journal	Leaderboard
The Plant Genome	Journal	Right rail
The Plant Phenome Journal	Journal	Leaderboard
The Plant Phenome Journal	Journal	Right rail
Urban Agriculture & Regional Food Systems	Journal	Leaderboard
Urban Agriculture & Regional Food Systems	Journal	Right rail
Vadose Zone Journal	Journal	Leaderboard
Vadose Zone Journal	Journal	Right rail

### Rates:

**Leaderboard**  
 600px X 80px - \$950  
**Right Rail**  
 300px X 250px - \$700





# Corporate Member

## Are you an organization in crop science or agronomy?

Unlock exclusive opportunities with our Corporate Membership program! From exclusive webinars and scientific publications to premium networking events and discounted advertising, our corporate member program offers a range of benefits designed to support your professional growth and market presence.

### Why Join?

- **Exclusive Access to Resources:** Gain entry to members-only webinars, scientific journals, and professional development tools tailored to your team's needs.
- **Networking Opportunities:** Receive invitations to industry-leading events, fostering connections with researchers, industry experts, and other corporate members.
- **Brand Exposure & Advertising:** Increase visibility with 2 complimentary ads in our newsletters and access to cross-marketing promotions.
- **Discounts on Events & Advertising:** Enjoy exclusive discounts on mailing list rentals, and society events, amplifying your brand presence.
- **Professional Development for Your Team:** Access to our Mentorship Platform and discussion boards to foster innovation and collaboration, plus complimentary career placements.
- **Leadership Opportunities:** Participate in thought leadership opportunities, such as moderating webinars or featuring your company in our virtual and in-person events.

Ready to optimize your organization's impact and visibility in the agronomy and crop science world? Want to learn more? Contact Jamie Nix, Membership Strategist at [jnix@sciencesocieties.org](mailto:jnix@sciencesocieties.org).





**Interested or have questions contact:**

**David Kathe**

dkathe@glminc.com  
630-841-8804

