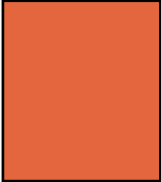
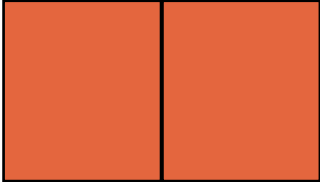


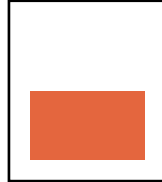
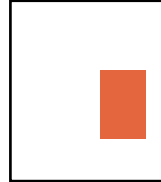
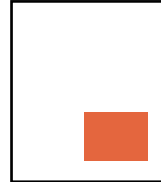


Crops & Soils Magazine Ad Sizes

						
Bleed page 639 x 819 pt 8.9 x 11.4 in <i>Trim Size</i> 603 x 783 pt 8.4 x 10.9 in	2-page spread 1242 x 819 pt 17.3 x 11.4 in <i>Trim Size</i> 1206 x 783 pt 16.8 x 10.9 in	Full page 531 x 711 pt 7.4 x 9.9 in	½ page vert. 253 x 688 pt 3.5 x 9.5 in	½ page hor. 519 x 338 pt 7.2 x 4.8 in	¼ page vert. 253 x 338 pt 3.5 x 4.8 in	¼ page hor. 342 x 258 pt 4.8 x 3.6 in

Live area of bleed page ads is 567 x 747 pt (7.9 x 10.4 in).

Place all graphics/text at least 36 pt (0.5 in) from the edge of the ad.

Mechanicals

- All ads are subject to the publisher's approval.
- Live area is 567 x 747 pt (7.9 x 10.4 in). Place all graphics/text at least 36 pt (0.5 in) from the outer edge of the ad.
- Recognized advertising agencies receive a 15% commission on display ads.
- Please submit all display ads as a print-ready PDF file:
 - Embed all fonts
 - 300 dpi or higher
 - CMYK colors only. RGB files will be converted to CMYK; we accept no responsibility for color accuracy of conversions.

Rate card | *All ads require 4-color*

Covers 2, 3, 4			Inside 1 page			Inside ½ page			Inside ¼ page		
1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x
\$3,500	\$3,300	\$3,200	\$3,000	\$2,800	\$2,600	\$1,700	\$1,500	\$1,200	\$750	\$600	\$500
<i>Two-page insert: Two times earned page rate.</i>						<i>Four-page insert: Four times earned page rate.</i>					

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File Delivery

PDF files less than 10 MB should be emailed to abarton@sciencesocieties.org. If the file size is more than 10 MB, access our ftp site (<ftp.acs-net.org>). Please email abarton@sciencesocieties.org for more information.

Crops & Soils Magazine 2012 Editorial Calendar

Crops & Soils magazine is published 12 times a year (6 print editions and 6 email supplements).

Each issue features articles on new research/technology, company strategies, new products, industry news, certification news, continuing education articles/quizzes, and more.

	January	January–February	March	March–April
Feature		Organic matter in prairie soils		Iron deficiency chlorosis in soybean
CEUs	1 CEU in Crop, Pest, Nutrient, or Soil and Water Management	2 CEUs in Crop, Pest, Nutrient, or Soil and Water Management	1 CEU in Crop, Pest, Nutrient, or Soil and Water Management	2 CEUs in Crop, Pest, Nutrient, or Soil and Water Management
Deadlines	Insertion orders due 1/2. Materials due 1/13. Emailed 1/16.	Insertion orders due 12/1. Materials due 12/15. Mailed 12/28.	Insertion orders due 3/1. Materials due 3/13. Emailed 3/15.	Insertion orders due 2/15. Materials due 2/29. Mailed 3/12.
	May	May–June	July	July–August
Feature		CCAs and social media; using iPads in field diagnosis		TBD
CEUs	1 CEU in Crop, Pest, Nutrient, or Soil and Water Management	2 CEUs in Crop, Pest, Nutrient, or Soil and Water Management	1 CEU in Crop, Pest, Nutrient, or Soil and Water Management	2 CEUs in Crop, Pest, Nutrient, or Soil and Water Management
Deadlines	Insertion orders due 5/1. Materials due 5/11. Emailed 5/15.	Insertion orders due 4/15. Materials due 4/29. Mailed 5/14.	Insertion orders due 7/2. Materials due 7/12. Emailed 7/16.	Insertion orders due 6/15. Materials due 6/30. Mailed 7/12.
	September	September–October	November	November–December
Feature		TBD		TBD
CEUs	1 CEU in Crop, Pest, Nutrient, or Soil and Water Management	2 CEUs in Crop, Pest, Nutrient, or Soil and Water Management	1 CEU in Crop, Pest, Nutrient, or Soil and Water Management	2 CEUs in Crop, Pest, Nutrient, or Soil and Water Management
Deadlines	Insertion orders due 9/3. Materials due 9/12. Emailed 9/14.	Insertion orders due 8/15. Materials due 8/31. Mailed 9/12.	Insertion orders due 11/1. Materials due 11/13. Emailed 11/15.	Insertion orders due 10/15. Materials due 10/31. Mailed 11/12.



print



email