

Electronic Advertising: Website

www.agronomy.org | www.crops.org | www.soils.org | www.certifiedcropadviser.org

Reach more than 10,000 agronomy, crop, and soil scientists and professionals that are members of ASA-CSSA-SSSA, plus the crop advisers and other professionals that visit our websites, through an electronic advertising program.

We feature one ad at a time and place it on our most visited pages, your message captures the attention of everyone who visits: more than 940,000 unique visitors!

Place your company, product, or service just one click away from thousands of qualified purchasers, specifiers, or recommenders—advertise electronically with ASA, CSSA, SSSA, and CCA.

Unique Visitors — 948,000 Page Views — 7,265,000 Visits — 1,585,000

Statistics from www.agronomy.org, www.crops.org, www.soils.org, & www.certifiedcropadviser.org for 2010.

Headline Sponsor Banner Ad

Advertisers are offered prime center page positioning as headline sponsors on the main pages.

Price

Tier 1 \$2,000

Tier 2 \$1,500

Tier 3 \$1,000

Tier pricing is based on number of visits: Tier 1 pages generate more than 5,000 visits/year; Tier 2 generate from 2,000 to 5,000 visits; and Tier 3 generate less than 2,000 visits

Tracking

All ads have the option of tracking the amount of hits or clicks received. This can be broken down into geographical areas as well.

Mechanical Specifications

50 pixels (H) x 300 pixels (W)

GIF89a, Animated GIF89a or JPEG.

Background color should be in the web safe palette/Links to your homepage or information site are included.

Electronic Advertising: e-Mail Advertising

Society e-Newsbriefs

This is a subscriber-based e-Newsletter which features the latest in Society news. It comes out bi-monthly and is timely with crucial information our members need.

News Flash

News Flash is a bi-weekly e-newsletter sent to 10,000+ members. **Price:** \$1,000 per insertion. Ad appears in one issue.

Crops & Soils E-Newsletter

The Crops & Soils e-newsletter is sent monthly to 16,000 certified professionals. **Price:** \$1,500 per insertion. Ad appears in one issue.

ACS Annual Meeting Daily E-Newsletter

Special show daily e-newsletter during the Societies' Annual Meetings. **Price:** \$500/day

Science Policy Report

The Science Policy Report is a bi-weekly e-newsletter sent to more than 15,000 members and subscribers. **Price:** \$700 per insertion. Ad appears in one issue.

Mechanical Specifications

72 pixels (H) x 360 pixels (W)

GIF89a, Animated GIF89a or JPEG.

Background color should be in the web safe palette/Links to your homepage or information site are included.

For more information, please contact:

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ASA-CSSA-SSSA Publications

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

ASA-CSSA-SSSA

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