Electronic Advertising/Sponsorships: eNewsletter

Place your company, product, or service just one click away from thousands of qualified purchasers, specifiers, and decision-makers by advertising electronically with ASA, CSSA, SSSA, and ICCA. The Society News Flash is sent electronically to 10,000+ members of ASA, CSSA, and SSSA every other Thursday and features the latest in corporate, government, and academic news. Open rate is 25% and click-through rate is 5%. The Adviser is sent to 14,000+ Certified Crop Advisers (CCAs) on the 14th of every other month and provides vital updates about the ICCA program and certification benefits. The Adviser only accepts one Position A sponsorship per issue.

**News Flash Ad Sizes and Placement**

Position A: 645 by 80 px  
Position B: 300 by 250 px  
Position C: 180 by 150 px

| Price   | Position A | $3,000 | Position B | $2,500 | Position C | $1,000 |

**The Adviser Sponsorship**

Position A: 645 by 80 px

| Price   | $3,500 |

---

**Specs/Tracking for All Ads**

**Mechanical Specifications**

GIF89a, Animated GIF89a (web ads only), or JPEG. Background color should be in the web safe palette. Include a link to your website. Your website must be set up to handle any parameters. You can test this out by adding “?test” after your URL (e.g., www.crops.org?test), and if it takes you to the correct URL (e.g., www.crops.org), you are set up to handle parameters.

**Tracking**

The amount of hits or clicks received can be tracked for all ads. This can be broken down into geographical areas as well.

---

For more information, please contact:

McCall Mohanna (214-291-3651 or mcall@mohanna.com)
Electronic Advertising: Websites


Place your company, product or service just one click away from thousands of qualified purchasers, specifiers and decision-makers by advertising electronically with ASA, CSSA, SSSA and ICCA. All website positions will be placed on prime pages within the website of your choice for 30 days.

Website Advertising

Advertising is placed on prime pages within the website of your choice for 30 days.

Web Ad Size and Placement

Position A: 728 by 90 px
Position B: 300 by 250 px
Position C: 180 by 150 px

Agronomy.org

Position A: $1,500
Position B: $1,000
Position C: $375

Soils.org

Position A: $2,000
Position B: $1,500
Position C: $500

Crops.org

Position A: $1,000
Position B: $750
Position C: $250

CertifiedCropAdviser.org

Position A: $750
Position B: $500
Position C: $250

Defined as:

Visit - someone who comes to the website and looks around a bit. They may go to one page or they may go to 100 pages, but they’re still only visiting once.

View – number of pages seen by that visit.

Page – is made up of many items (images, text, etc). Each of those defines a hit, while a view is the page itself.

For more information, please contact:

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