

Media Kit and Rate Card

2020

JOURNAL OF SOIL AND WATER CONSERVATION

The science and art of natural resource management for sustainability

The *Journal of Soil and Water Conservation* is published six times per year by the Soil and Water Conservation Society for its members and the public. The Society is a private, nonprofit, scientific and educational organization with over 2,500 members. The Journal, published for over 70 years and now available in print and online, is recognized as a leading source of conservation research, practice, policy, and perspectives. It is delivered to over 350 libraries worldwide, and each issue receives over 25,000 points of contact.

Audience and Benefits

Our readers have expertise in the following areas: erosion and sediment control, agronomy, nonpoint source pollution, watersheds, environmental quality, soil and water conservation, GIS, GPS, conservation education, ecosystems, precision conservation, irrigation, cover crops, range management, sustainable agriculture, forestry, floodplains, farmland preservation, soil science, and wetlands restoration.

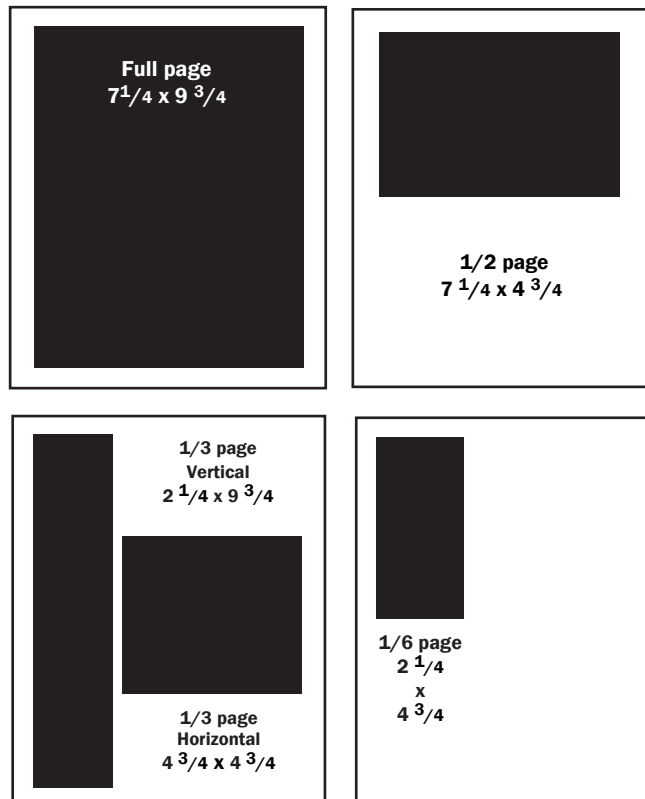
By advertising in the *Journal of Soil and Water Conservation* you will

- Reach a targeted audience of industry professionals and decision-makers. These researchers, practitioners, and policy-makers are looking for products to use and recommend in their businesses and fieldwork.
- Gain credibility through ad placement beside peer-reviewed research and the latest advances in conservation practices.
- Receive attention from a diverse group of stakeholders. As a multidisciplinary, international publication, the Journal is read by top professionals in many conservation and agronomy-related fields.



Questions

Director of Publications
515-289-2331 ext. 126
pubs@swcs.org



Closing Dates

Issue	Materials Due
January/February	December 1
March/April	February 1
May/June	April 1
July/August	June 1
September/October	August 1
November/December	October 1

Formats Accepted

- File types: High-resolution (300 dpi at 100%) pdf, jpg, or tif; eps.
- All ads may be full color: CMYK.
- Submit via e-mail to pubs@swcs.org.

What better way to put your business in front of innovative researchers and producers. Place an ad today!

JOURNAL OF SOIL AND WATER CONSERVATION

Advertising Rate Card & Agreement Form

Options

Print only	1-issue commitment	2-issue commitment	3-issue commitment	4-issue commitment	5-issue commitment	6-issue commitment
Premium placement (inside front cover, first page, back cover, inside back cover)						
Full page (7.25" wide by 9.75" high)	\$2,000/issue	\$1,900/issue	\$1,800/issue	\$1,700/issue	\$1,600/issue	\$1,500/issue
1/2 page (7.25" wide by 4.75" high)	\$1,500/issue	\$1,400/issue	\$1,300/issue	\$1,200/issue	\$1,100/issue	\$1,000/issue
Standard placement (inside page)						
1/2 page	\$900/issue	\$850/issue	\$800/issue	\$750/issue	\$700/issue	\$650/issue
1/3 page	\$700/issue	\$650/issue	\$600/issue	\$550/issue	\$500/issue	\$450/issue
1/6 page	\$500/issue	\$450/issue	\$400/issue	\$350/issue	\$300/issue	\$250/issue
Online only	2-month commitment	4-month commitment	6-month commitment	8-month commitment	10-month commitment	12-month commitment
Online display ad (2.25" wide by 0.5" high) that links to advertiser's site	\$1,000/month	\$950/month	\$900/month	\$850/month	\$800/month	\$750/month
Ad in e-alert messages (1.25" wide by 1.25" high and 50 words with link)	\$500/month	\$450/month	\$400/month	\$350/month	\$300/month	\$250/month
Print and online	1 issue/ 2 months	2 issues/ 4 months	3 issues/ 6 months	4 issues/ 8 months	5 issues/ 10 months	6 issues/ 12 months
Apply the following discount	10% off	15% off	20% off	25% off	30% off	35% off

Place Your Ad

Indicate your choice of ad above and which issues/months you would like it to run below.

	Jan/Feb	March/April	May/June	July/Aug	Sept/Oct	Nov/Dec	#/year	Rate	Total
Print									\$
Online									\$
Discount for both									\$
Total									\$

Company Name _____ Contact Person (Billing) _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Advertiser's Signature _____ Date _____

**Mail, fax, or scan/email this form to Director of Publications, Soil and Water Conservation Society
945 SW Ankeny Road, Ankeny, IA 50023; fax 515-289-1227; pubs@swcs.org**