

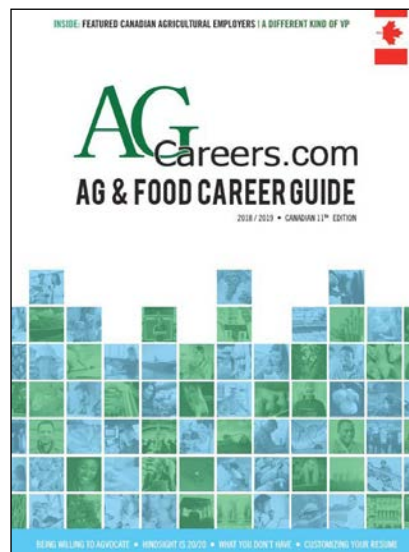
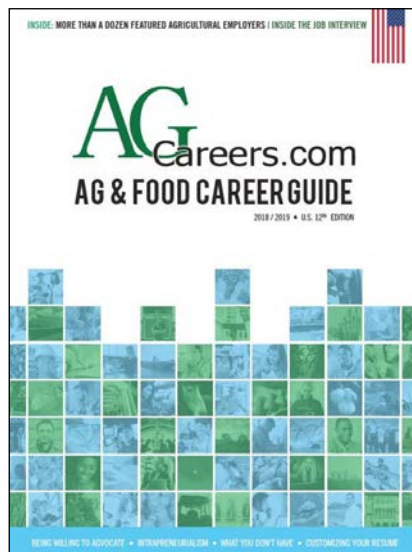
AG Careers.com

AG & FOOD CAREER GUIDE

2019 - 2020 MEDIA KIT

ABOUT

The Ag & Food Career Guide is a career resource for students and professionals across North America interested in careers within the industry. The guide provides branding recognition for elite ag and food organizations; a direct connection to students and professionals interested in ag and food careers; and educational content that engages and sustains readership.



DISTRIBUTION

The guide is published by AgCareers.com. Both U.S. and Canadian editions are available. The print edition reaches more than 30,000 people across North America:



Distributed by nearly 200 unique university and college ag departments, career services offices, and faculty. Also distributed by nearly 100 other educational organizations such as FFA and Jobs for America's Graduates (JAG).



AgCareers.com distributes the Career Guide at career fairs and industry events in a variety of industry sectors and across North America.



Advertisers also receive copies for distribution at tradeshows and career fairs.



Further reach to students and industry professionals gained from the availability of online editions of the Career Guides:

US Edition - <https://www.agcareers.com/career-guide/2018/US/>

Canadian Edition - <https://www.agcareers.com/career-guide/2018/CDN/>



Additional promotional exposure via social media to AgCareers.com's network of more than 40,000 followers.

EDITORIAL CONTENT

The guide provides helpful career search advice with informational articles on resumes, interviews, references and other hot topics.

This variety of editorial content extends the shelf-life of the piece, and truly helps the publication become a guide for students as they go about their career search. 2018 articles included:

- What Ag Employers Are Looking For Today
- A Different Kind of VP
- Customizing Your Resume
- Inside the Job Interview
- What You DON'T Have
- Why Utilize Data & Digital Agriculture
- Being Willing to Advocate
- Hindsight is 20/20

AgCareers.com frequently interviews employers for this content, and advertisers are given the first opportunity for input.



BEING WILLING TO AGVOCATE
by Kristine Perring, AgCareers.com Creative Marketing Specialist

AGRICULTURE, something that means so much to so very few. Kegan Kaubitz, Director of National Education Programs for the World Food Prize Foundation, posed an excellent question at the 2018 AgCareers.com Ag & Food Fall Roundtable: "Agriculture is key to solving the world's greatest problems, and it is not viewed as it should be. How do we change that narrative?" Those who work in agriculture or aspire to, know the countless benefits it provides and the fulfillment it brings. Because those of us who are employed by the industry are so passionate about it, it can be difficult to have an effective conversation with an individual that doesn't understand agriculture without emotions getting involved. How can we set the record straight? How can we encourage others to become agriculture



CUSTOMIZING YOUR resume
by Kacey Teven, AgCareers.com Talent Solutions Sales Specialist

ARE YOU INTERESTED in applying for several positions but worried that you won't stand out? The first thing you must understand is that a generic resume won't cut it. Having a well-crafted and customized resume is key to move on to the next stage of the hiring process. Most job seekers claim they do not have time to put together or update their resume for one job but almost every job they are applying for, but it is vital when thinking about making a job change. Tailored content



WHAT YOU DON'T HAVE!
by Erikka Omondson, AgCareers.com Director of Marketing & Communications

graduates. One focus area of this study was the importance of employability skills such as the workplace for interns and new graduates. There are many studies that demonstrate your academics but only demonstrate your accolades but rarely highlight our ability to be a productive team member unless specifically asked. Now this is not to mean you practice your interview question responses. Craft a few responses to not only demonstrate your accolades but also success of teams that you've been a part of and your role within that team. Find balance, but don't get sidetrack with the team talk, but demonstrate your teamwork abilities.



A DIFFERENT KIND OF VP
by Bonnie Johnson, AgCareers.com Marketing Associate

NOTICE PRESIDENT, nor Must **Wanda Phoenix** who is talking about an alternative VP that you need to consider. **EVP - Employee Value Proposition.** You may be asking, "What's that mean to me?" **EVP is NOT** just another acronym you'll see while reimagining a friend or connecting on a social media post. In fact, unless you are up working in HR, you may never see it. How can something that you aren't use be so important? Evaluating **EVP** or an organization's **Employee Value Proposition**, is an important step in your job search, offer acceptance, and satisfaction as an employee. It's doubtful a company will clearly state, "This is our employee value proposition." Essentially, in return for your work performance, an organization's value proposition answers the following questions:

- What will the employer offer you?
- Why would you want to work for their organization?
- What unique programs does the employer provide?
- How do you feel about the business' brand?



HINDSIGHT IS 20/20
by Kristi Spradl, AgCareers.com Education & Marketing Specialist

WHEN I SET OFF FOR SCHOOL, the last advice on career you were given, "You don't have to make all the mistakes on your own, you can learn from others' mistakes as well." While my university years weren't full of free, at the time I felt like I had really checked off the boxes for collegiate success: summer work experiences, honor roll, scholarship recipient, and a job secured before graduation. However, as the expression goes, "Hindsight is 20/20" meaning that when we look back we see what we could not see when we were in the past. There will likely be no other time in your life that you have the freedom to explore outside of your comfort zone like you do while in school. While that is nice, here's what I wish I could've known: consider this your opportunity to learn from others!



DRESS FOR CLASS LIKE YOU WANT MEET YOUR FUTURE BOSS.
You never know when a guest speaker will show up and be the contact you need to open doors for your future. Now, if you approach that speaker in your pajama pants and "bear paws" (shorts) that you're not going to be taken very seriously. I am not saying you must be in business casual attire every day, but at the least take a shower and put on an outfit that doesn't double as gym wear.

ADVERTISEMENTS

The Ag & Food Career Guide is a resource for students and professionals highlighting the top businesses within the agricultural and food industries, and helps them to better understand all of the fantastic career opportunities available.

Who should advertise?

Agriculture and food employers that are actively recruiting and hiring students and professionals for both internship and full-time positions.

What should you advertise?

Organizations use their full-page ad to introduce their company to candidates, discuss their mission, inform readers about their internships, training programs and careers, tell candidates how to apply, and share contact information.

Online Reach for Added Exposure

As a thank you to our advertisers, we will additionally include the following:

- Company video pop-out windows included in online advertisement
- Career Guide Thank You banners on AgCareers.com homepage featuring logos of advertisers
- Advertisements shared on AgCareers.com social media channels

THE FUTURE STARTS NOW

Nutrien Ag Solutions

GROW YOUR CAREER WITH US. With over 12 years of experience and 800+ retail locations in the US, Nutrien Ag Solutions, formerly ICI, we're now a COOP with us. FIND MORE INFORMATION AT WWW.NUTRIEN.COM/CAREERS.

ANYTHING IS POSSIBLE

Elanco

BE A VISIONARY DREAM BIG

BE THE CHANGE

INNOVATE

Other places may offer you a job. At Elanco, we're offering you a chance to dream bigger. To pursue a visionary with a passion to solve our greatest challenges and advance a vision of food and responsibility: enriching life, one what's possible at **Elanco.com/careers**.

Feed the World. Fuel Your Career.

CLAAS

There are 7.6 billion people in the world, just a company that helps put food on their table, but in their veins and their ambition is the excitement. CLAAS, a family-owned, global manufacturer of ultra-efficient agricultural equipment is going to people need to make possible change. CLAAS is committed to an international outlook and family values. We offer a work environment shaped by mutual respect and individual development. Opportunities are available in a wide variety of fields: technical, manufacturing, to experience abroad. We offer company-paid family medical, dental and vision benefits, competitive wages, generous vacation packages, and 401K match.

www.claas.jobs

Our roots run deep

BAYER

Science for a better life

INVESTMENT & GUIDELINES

Grow the talent pipeline to your organization, and connect with top candidates in the industry; participate in the 2019-2020 AgCareers.com Ag & Food Career Guide.

Your investment per full-color, full-page ad:

U.S. Edition **\$2,500**

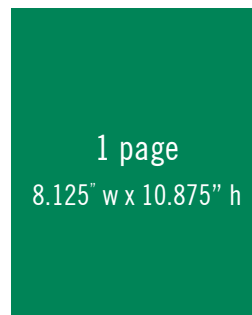
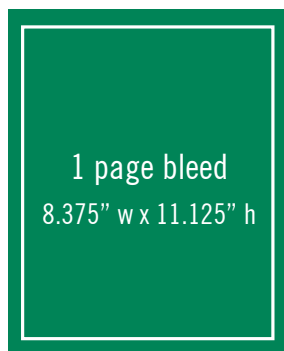
Canadian Edition **\$1,900**

\$1,000 deposit is required to hold your spot.

Space is available on a first come, first serve basis. Only full-page ad sizes available.

Ad Reservation & Materials Deadline:

June 17, 2019



* Trimmed Page

Advertising specs:

Bleed Page Size — 8.375" x 11.125"

* Trim Page Size — 8.125" x 10.875"

All "live" matter should be within an inch of all edges. 7" x 10" is the "safety area."

All graphics and photos used in creating the ad should be 300 dpi, CMYK files. Final press-ready, high resolution PDFs with the bleed pulled (crop marks included) should be submitted when the ad is complete.

RESERVE YOUR SPOT!

To reserve your spot, fill out the order form below, or contact:

AgCareers.com
agcareers@agcareers.com
800-929-8975

YES, reserve _____ page(s) for my organization to participate in the
2019 - 2020 Ag & Food Career Guide!

____ US Edition ____ Canadian Edition ____ Both

Company Name: _____

Contact Name: _____

Email Address: _____

Phone Number: _____

Mailing Address: _____

If you prefer to mail or fax your information:

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