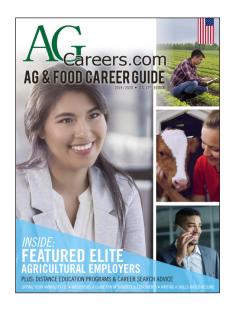
# Careers.com AG & FOOD CAREER GUIDE

2020 - 2021 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/2019/US/Canadian Edition - https://www.agcareers.com/career-guide/2019/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. 2019 articles included:

- Interviews: A Guide for Introverts AND Extroverts
- Upping Your Ambiguity IQ
- What I Wish I Would Have Known
- Why Agriculture
- Writing a Skills-Based Resume
- Getting the Experiences to Get the Job
- Dealing with Critical Feedback

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

## Special Feature: CAREER SUCCESS KIT

The AgCareers.com Career
Success Kit is a free
subscription that students can sign up for
that delivers relevant career search and
preparation materials monthly.

The Career Guide features an advertisement for the Career Success Kit encouraging young professionals to subscribe online. Past subscription materials have included videos, infographics, white papers, and more.

This year, we are excited to partner with our friends at Agriculture Future of America (AFA) on content and in encouraging student subscriptions.





## **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?

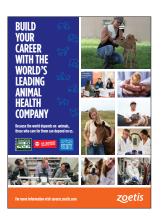
Organizations use their full-page ad to introduce their company to candidates, discuss their mission, inform readers about their internships, training programs and careers, tell candidates how to apply, and share contact information.

#### **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









## **SPECIAL OFFER! Internship Program Benchmark**

Wonder what your interns really think about your program? The AgCareers.com Internship Program

Benchmark will give you the candid responses you are looking for.

This two-part survey taken by your interns provides insights into their expectations heading into the internship and then their thoughts at the end. Conducted by third-party AgCareers.com, interns are more open and honest with feedback.

Get your individual results as well as an anonymous benchmark to other employer participants

to compare your program to others.

With your Career Guide purchase, TAKE \$100 OFF the Internship Program Benchmark!

\*First-time Internship Program Benchmark customers only.

## **INVESTMENT & GUIDELINES**

Grow the talent pipeline to your organization, and connect with top candidates in the industry; participate in the 2020-2021 AgCareers.com Ag & Food Career Guide.

# Advertiser TIMELINE

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.

JUNE 5
Advertise

Advertisement commitment required

1 page bleed 8.375" w x 11.125" h 1 page 8.125" w x 10.875" h \* Trimmed Page JULY 1

Advertisement artwork due

**SEPTEMBER**Guide is printed
& distributed

### 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

## **SPECIAL OFFER!**

Reserve your spot in the 2020
Ag & Food Career Guide and get
\$100 off of your subscription to
the AgCareers.com Internship
Program Benchmark!

Email agcareers@agcareers.com to take advantage of this offer. \*New Internship Program Benchmark customers only

YES, reserve 2020 - 2021 Ag & F	page(s) for my organization to participate in the ood Career Guide!
US Edition	Canadian Edition Both
Company Name:	
Company Name:	
Contact Name:	
Email Address:	
Phone Number:	
Mailing Address:	

If you prefer to mail or fax your information:

AgCareers.com 1531 Airport Rd. Ames, IA 50010 Fax: 515.233.7187