

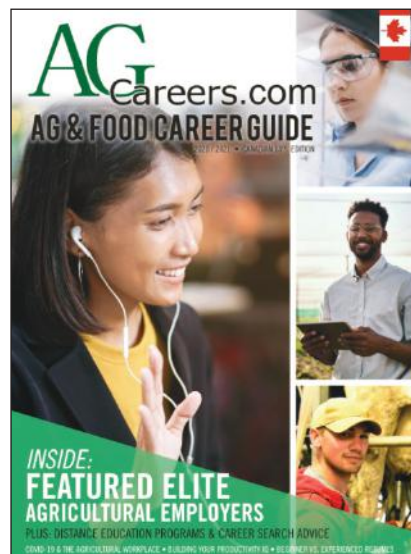
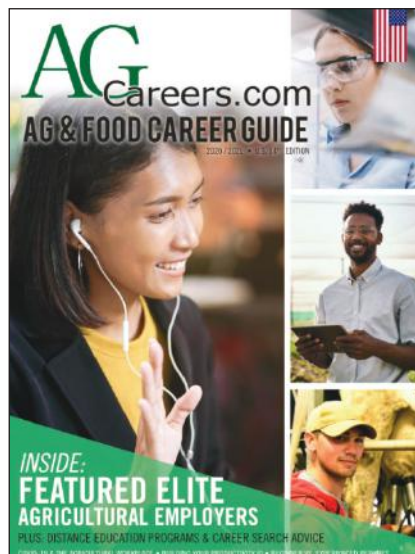
AG Careers.com

AG & FOOD CAREER GUIDE

2021 - 2022 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, AFA, 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 tradeshow and career fairs.



Extended reach from digital editions:

US Edition - <https://www.agcareers.com/career-guide/2020/US/>

Canadian Edition - <https://www.agcareers.com/career-guide/2020/CDN/>

Nearly 5,000 views per year and growing! Video pop-out included with full-page ad.*



Additional promotional exposure via social media to AgCareers.com's network of over 70,000 followers.



Exclusive branding in college & university emails distributed to nearly 7,000 North American college contacts for circulation to their students. Includes company logo and link to current job postings. Internship Connections 4/year; College & University Newsletter 2/year.*



*Available with full-page ads only.

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. 2020 articles included:

- Beginner vs. Experienced Resumes
- Building Your Productivity IQ
- COVID-19 and the Agricultural Workplace
- Help! I Don't Know What I Want to Do
- Rock Your Remote Workspace
- Stand Out Answers to Everyday Interview Questions
- The Changing Workplace

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 with 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.



COVID-19 AND THE AGRICULTURAL WORKPLACE

by Erika Domonkos, AgCareers.com Director of Marketing & Communications

I DON'T KNOW ABOUT YOU, but I'm tired of the "new normal." There's very little normal about what has taken place due to the COVID-19 pandemic. From virtual learning and events to less meals and social distancing, this pandemic has thrown normal right out the window. Now, not that I had been all bad, but we're looking for the good, we've found to find some. AgCareers.com recently held our Ag & Food HR Roundtable, and you, it was virtual this year! Throughout the sessions, which covered high interest issues in recruitment and retention within the industry, presenters shared many positive, positive that shed light on why the agriculture and food industry is where you want to work, even during this unprecedented time of a pandemic!

EMPLOYER PREPAREDNESS
Ag businesses held their own during the pandemic, and you, it was virtual this year! Throughout the sessions, which covered high interest issues in recruitment and retention within the industry, presenters shared many positive, positive that shed light on why the agriculture and food industry is where you want to work, even during this unprecedented time of a pandemic!

EMPLOYERS: WHAT WE LEARNED
While we know there were the

THE COVID IMPACT ON THE AGRICULTURAL WORKPLACE
There has been and continues to be a talent gap between the number of jobs available within the agriculture and food industry and the number of students coming out of college and universities that can fill these roles. Even with increased unemployment, the agriculture industry still has demand. For those that have technical skills or trade experience, the need is even greater. The pandemic highlighted the industry's status of "essential" and need for other professions as much as the one that feeds, clothes and fuels the

world. In this time of uncertainty, we found the general public sleeping and eating their food and showing their love. Clearly, the pandemic didn't fight on some supply chain bottlenecks, but from an opportunity perspective, stable areas for growth and change.

AgCareers.com job board at the onset of the pandemic, employers quickly shifted and adjusted their focus to move forward. Requiring that quality talent was available, and the needs of the organizations and of home. As much as you always loved coming home at the end of a long day, having no choice but to be home creates some less pleasant feelings. It has proven hard for some people to find motivation in my local area.

TAKE BREAKS
Dorise Under, Assistant Director of Texas Tech University Career Center, said working from home requires extra discipline. She never considered before. "I have to force myself to stop and take breaks each morning and afternoon." Under said, "An hour work on 15 minutes spent outside reading can make a positive impact on my level of motivation."

CLARIFY WORK EXPECTATIONS
It can be especially difficult to manage work hours when working from home. Every minute you need at your fingertips 24/7. Does this mean you are expected to utilize those minutes at every waking moment? "Before we started talking with your boss about remote work, we had to clarify our expectations. If you cannot

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building your PRODUCTIVITY IQ

by Erika Domonkos, AgCareers.com Director of Marketing & Communications

YOU ARE ASSIGNED A TASK, and you complete it. That's productivity, right? Sure, that's the very basic sense of productivity, but like many things, being a productive employee means so much more!

Let your work explore ambiguity IQ level Career Guide under Resource on AgCareers.com. In this edition, let's continue to build and get comfortable with another key employability skill that employers sometimes feel young professionals lack: Your Productivity IQ.

WHAT IS PRODUCTIVITY?
In its broad definition, it is the state or quality of producing something measured in terms of the rate of output per unit of input. Bigger. What a completely boring definition unrelated to people and the workplace. When we talk of productivity as it relates to the workforce it is huge for managers and leaders in business.

PRODUCTIVITY EXPERIENCE
When you are a kid or an adolescent to the organization and they are measuring what they get out of you compared to what they put into you, it is important to remember that. But this isn't to say you are just a kid or an adolescent. Most employees understand productivity of employees directly results from the environment and culture of the organization.

In this article, we'll focus on how you can gain productivity experience, demonstrate your productivity standards to employers, and continue to build your productivity.

rock your remote workspace

by Erika Domonkos, AgCareers.com Director of Marketing & Communications

DURING THE COVID-19 GLOBAL PANDEMIC, the normalcy of your daily life was more than likely altered in some way. For many, this means working from home, schooling from home, staying at home. As much as you always loved coming home at the end of a long day, having no choice but to be home creates some less pleasant feelings. It has proven hard for some people to find motivation in my local area.

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BEGINNER VS. EXPERIENCED RESUMES

by Erika Domonkos, AgCareers.com Director of Marketing & Communications

YOU GOOGLE "resume templates" and find masses full of decades-long work experiences and glowing accomplishments. It's sometimes daunting for students to build their first resume after having experienced "professional" resumes. You may not know where to start or what to include, and that's okay. Here are some tips to help you get started.

RESUMES ARE RECOMMENDED FOR THOSE building their first resume, entry-level applicants, students, and recent graduates. If your resume will go onto a second page, immediately think "No, that's not full, complete, relevant, clear, and impactful information."

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STAND OUT ANSWERS TO EVERYDAY INTERVIEW QUESTIONS

by Erika Domonkos, AgCareers.com Director of Marketing & Communications

YOU MADE IT TO THE INTERVIEW—CONGRATULATIONS! Have you ever wondered how to make yourself stand out among other candidates? We asked some of our employers for their advice on common interview questions. Check out their recommendations to gain some inside tips from an employer's perspective.

DEBRA DEFRECE, DIRECTOR - EMPLOYMENT RECRUITMENT / TALENT ACQUISITION WILBUR ELLIS

HOW DO YOU SEE YOURSELF IN THE FUTURE?
Interviewers often ask this question to evaluate how your career goals fit into the role today and long term. It's always nice to find employees who will remain motivated and enthusiastic for more than a few months. I recommend that you are honest and concise yet fairly general. Especially if you're not sure about your long-term goals. The interviewer wants to know that you want to work in and grow in their company as a good investment. Also, show enthusiasm in the job and the company. The interviewer wants to know that it's an opportunity that is interesting to you and you'll be as invested in the company as they are.

JENNIFER STRUCK, TALENT ACQUISITION PROGRAMS & OPERATIONS LEAD, CORTEVA

HOW DO YOU FEEL ABOUT A PARTICULAR WORK SITUATION OR NEW TECHNOLOGY?
This question is an example of a behavioral based question and when responding, if the candidate can, to briefly answer the "what" that was a candidate apart from the rest. When answering this question, use the STAR method: provide a situation, task, action, and result. To start, provide the interviewers a glimpse of what the situation was and what tasks were involved to overcome the situation. From there, detail the actions you specifically took during the work time, but focus on the results. If you benefit about all, you will not get a great result.

TELL ME A LITTLE ABOUT YOURSELF
Many interviewers will ask this the very beginning of the interview. This is done on purpose to help the candidate relax and become more comfortable. This is a great way for the candidate to set the tone of the overall process. The key to answering this question effectively is brevity. Before an interview, take the time to think about what you may want to say. Ensure that the information is work-related. Be succinct and thoughtful in your response. A candidate who states they are a hard-working, organized, detail-oriented, team player will stand out more than one that rambles on about a variety of non-work-related information. </p></div>
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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.

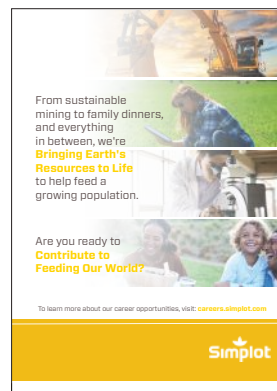
What should you advertise?

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.*

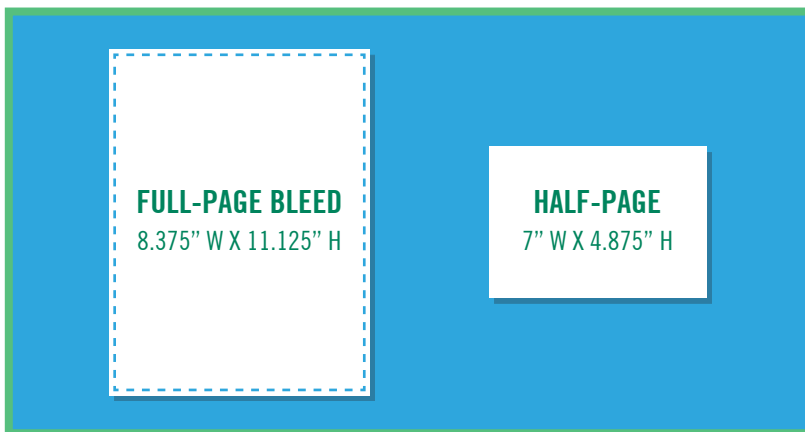
INVESTMENT & GUIDELINES

Grow the talent pipeline to your organization, and connect with top candidates in the industry; participate in the 2021-2022 AgCareers.com Ag & Food Career Guide.

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

U.S. Edition	\$2,500 full-page	\$1,700 half-page
Canadian Edition	\$1,900 full-page	\$1,250 half-page

\$1,000 deposit is required to hold your spot.
Space is available on a first come, first serve basis.



Advertising specs:

Bleed Page Size — 8.375" x 11.125"

* Trim Page Size — 8.125" x 10.875"

Half-Page Size — 7" x 4.875"

All "live" matter should be within an inch of all edges. All graphics and photos used in creating the ad should be 300 dpi, CMYK files. Final press-ready, high resolution PDFs should be submitted when the ad is completed.

Advertiser TIMELINE

JUNE 5

Advertisement
commitment
required

JULY 1

Advertisement
artwork due

SEPTEMBER

Guide is printed
& distributed

RESERVE YOUR SPOT!

SPECIAL OFFER!

Reserve your spot in the 2021 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*

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 2021 - 2022 Ag & Food Career Guide!

_____ US Edition _____ Canadian Edition _____ Both

Company Name: _____

Contact Name: _____

Email Address: _____

Phone Number: _____

Mailing Address: _____

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