

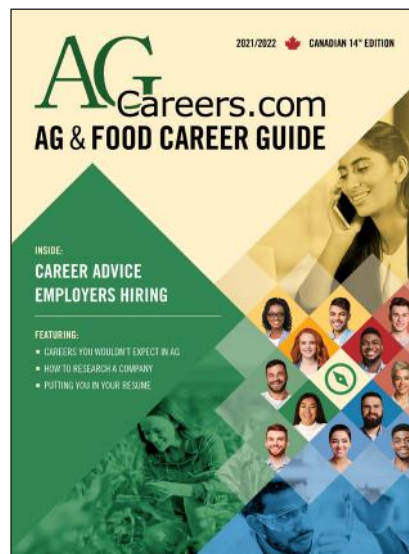
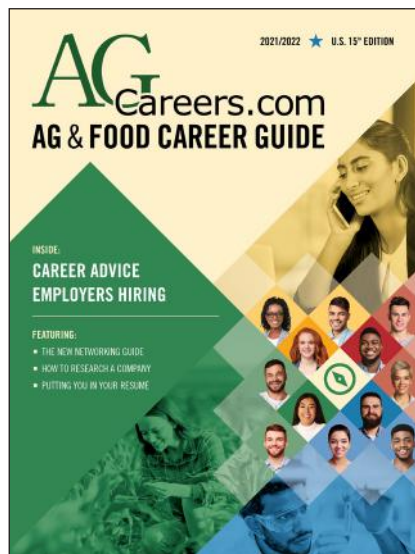
AG Careers.com

AG & FOOD CAREER GUIDE

2022 - 2023 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/2021/US/>

Canadian Edition - <https://www.agcareers.com/career-guide/2021/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. 2021 articles included:

- My Dream Job I Never Knew Existed
- Navigating Virtual Career Fairs
- Professional Development vs Master's Program
- The New Networking Guide
- You Know More Than You Think
- How To Research a Company
- When Working From Home Becomes Permanent

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.



My Dream Job I Never Knew Existed

by Kyle Hansen, National PMA Director

When Kyle Hansen was a university graduate, the most intimidating job to work for was a company in agriculture.

“I went to Cornell University, and I am an agricultural education student,” Hansen said. “That probably doesn't mean much to a lot of people, but essentially, what means it... is a combination of education and agriculture.”

When she was young, Hansen's membership in the National FFA Organization helped her gain an interest in agriculture — she particularly loved animals — but her career path took an unexpected turn when she was assigned to work on an internship at AgCareers.com.

“The internship was not a lot of fun, but I thought this was going to be the longest summer of my life,” Hansen said. “But I ended up liking it a lot, because the changing experience for me.”

Hansen's career was not a lot of fun, but she eventually found a way to combine her love for animals and agriculture.

LOGISTICS SPECIALIST
Hansen's current role is a logistics specialist at AgCareers.com. She is responsible for the job of a logistics specialist, which involves coordinating and managing the flow of goods and services between different parts of the organization.

APPLY FOR JOBS
Hansen's current role is a logistics specialist at AgCareers.com. She is responsible for the job of a logistics specialist, which involves coordinating and managing the flow of goods and services between different parts of the organization.

GET YOUR NETWORK
Hansen's current role is a logistics specialist at AgCareers.com. She is responsible for the job of a logistics specialist, which involves coordinating and managing the flow of goods and services between different parts of the organization.

Navigating Virtual Career Fairs

by Kyle Hansen, AgCareers.com Marketing Intern

For networking and job hunting, virtual career fairs are a great way to connect with employers and find new opportunities.

REMEMBER THEIR NAME
When you are networking, it is important to remember the names of the people you are talking to. This will help you to follow up with them and build a strong relationship.

ADAPT TO THE VIRTUAL WORLD
Virtual career fairs are a different experience from in-person events. It is important to adapt to the virtual world and use the tools and resources available to you.

FIND YOUR AFFINITY
When you are networking, it is important to find your affinity with the people you are talking to. This will help you to build a strong relationship and find new opportunities.

PROFESSIONAL DEVELOPMENT VS MASTER'S PROGRAM

by Kevin Toney, Career Success Specialist

When you are deciding between a professional development program and a master's program, it is important to consider your goals and interests.

TO CURRENTS AND FUTURE
Professional development programs are designed to help you gain the skills and knowledge you need to succeed in your current role and advance your career.

ABOUT THE SUBJECT
Master's programs are designed to help you gain a deeper understanding of a specific subject and prepare you for a career in that field.

NOT FULLY INTERESTED IN SUBJECT MATTER
If you are not fully interested in the subject matter of a master's program, it may not be the best option for you.

THE NEW NETWORKING GUIDE

Making networking easier than ever

by Kyle Hansen, Ph.D., Agriculture Future of America Director of Programs

Networking is a key skill for success in any career. This guide provides tips and strategies for making networking easier and more effective.

1. Identify your goals and interests.
2. Research potential contacts and opportunities.
3. Reach out to your network.
4. Follow up and build relationships.

YOU KNOW MORE THAN YOU THINK

But you might still become victim of the Imposter Syndrome. Here's how to avoid it.

by Owen Roberts, Ph.D., University of Illinois, Department of Agricultural Economics, Extension and Communications

Imposter syndrome is a common experience for many people. It is the feeling that you are not qualified for your job or that you are about to be exposed as a fraud. This guide provides tips and strategies for overcoming imposter syndrome.

SEIZE THE OPPORTUNITY! YOU'RE THE REAL DEAL!

AgCareers.com is looking for talented individuals to join our team. If you are a recent graduate or have a few years of experience, we want to hear from you.

AGRICULTURE FUTURE OF AMERICA
We are committed to providing the best education and training for the next generation of agricultural professionals.

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

WE'RE HIRING THE NEXT GENERATION OF AGRICULTURE LEADER.
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Our work matters
Join Syngenta and help build the most collaborative and trusted team in agriculture. No matter what your abilities are, you'll have a vital role to play in safely feeding the world and taking care of our planet.
For information about our career opportunities, visit our website at www.syngenta-us.com/careers.

Cibus is a leading agricultural biotechnology company that is using (non-GMO) precision gene editing technology to reshape crop protection.

OUR VALUES

- Commitment
- Innovation
- Authenticity
- Collaboration
- Responsibility
- Courage

The Cibus team is leading the innovation of new precision gene editing technologies. Through this, we are helping define an entirely new field of accelerated trait development and advanced plant breeding.

If you are ready to explore a career in which you have an opportunity to truly innovate, discover, and positively benefit our planet alongside a dynamic team, please submit your resume to hr@cibus.com.

Be motivated. Be Bayer.

All Bayer, we're innovative driven to solve the world's toughest challenges and striving for a world where our inclusive values, health for all, change for some, is no longer a dream, but a real possibility. Our ideas are inspired by society's most fascinating challenges to enhance the lives of many, and our thinking is driven by our customer needs. We're excited with energy, curiosity, and great dedication, always seeking from diverse perspectives of those around us, expanding our thinking, growing our capabilities, and reaching "impossible". Building a sustainable culture of inclusion and a diverse workforce are essential to our success and in our achieving our inclusive vision. We want you to Be You and Be Bayer. Apply today at careers.bayer.com and impact our purpose Science for a better life. You belong at Bayer.

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.*

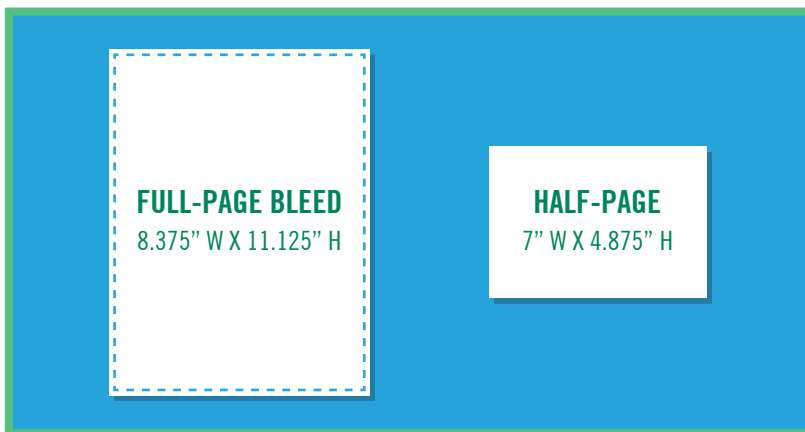
INVESTMENT & GUIDELINES

Grow the talent pipeline to your organization, and connect with top candidates in the industry; participate in the 2022-2023 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"

* Type Safe Area — 7" x 10"

Half-Page Size — 7" x 4.875"

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

JULY 1

Advertisement
commitment
required

JULY 15

Advertisement
artwork due

SEPTEMBER

Guide is printed
& distributed

RESERVE YOUR SPOT!

SPECIAL OFFER!

Reserve your spot in the 2022 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
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YES, reserve _____ page(s) for my organization to participate in the 2022 - 2023 Ag & Food Career Guide!

____ US Edition ____ Canadian Edition ____ Both

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