

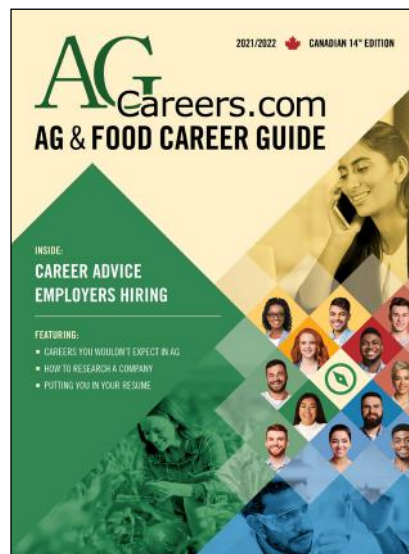
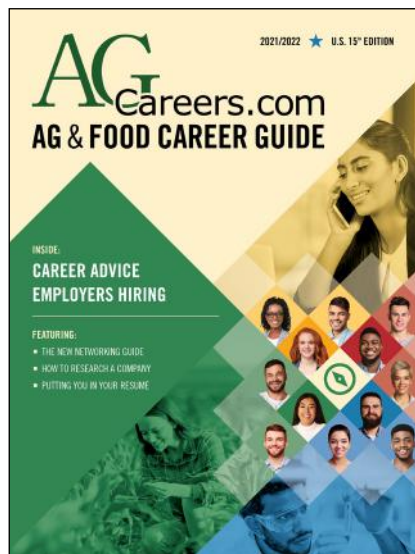
# AG Careers.com

## 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

Career Guide advertisements provide two ways for your organization to meet students where they are—in-person and online. AgCareers.com publishes a print and digital edition, both included with your advertisement.



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. The print edition reached more than 30,000 people across North America.



Advertisers also receive copies for distribution at tradeshows 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/>*

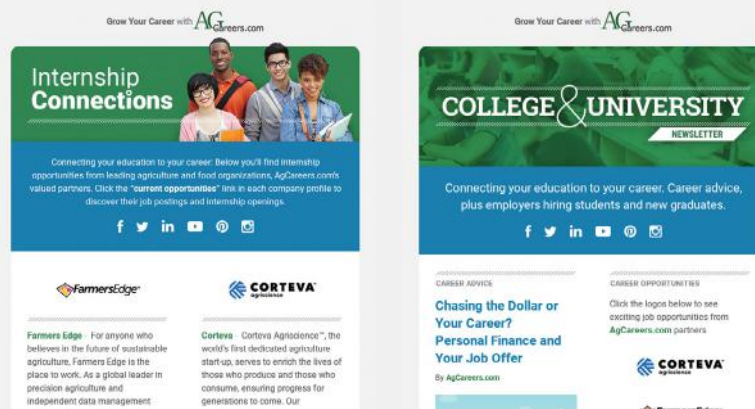
Views of the Career Guide digital editions increased over 750% in the past two years! Video pop-out included with full-page ad.\*



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 Kyrn Foster, Regional PRR Coordinator

When Kyrn Foster was a university graduate, she never anticipated working for a Ph.D. in entomology to work for a company in agriculture.

**THE NEW CAREER ADVICE** I can't say I'm an expert, but I can offer general academic guidance based on my experience. That probably doesn't mean much to a lot of people, but as someone who has spent a significant portion of their career in agriculture, I can share some insights on what to look for in a career path.

**AGRICULTURE** The industry for me is not just a hobby but a lifestyle. It's the only way I can see myself living a fulfilling life. I'm not just a student who is just going to school; I'm a professional who is committed to the industry.

**LOGISTICS SPEC** Logistics is a field that is growing rapidly in the industry. It's a field that is not only exciting but also offers a lot of opportunities for growth.

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### Navigating Virtual Career Fairs

by Kyrn Foster, AgCareers.com Marketing Intern

For networking and job opportunities, virtual career fairs are the way to go. Here are some tips on how to make the most of your virtual career fair experience.

**RESUME** Your resume is your first impression. Make sure it is up-to-date and tailored to the job you are applying for.

**NETWORKING** Don't be afraid to reach out to people. It's a great way to build your professional network.

**INTERVIEW** Prepare for your interview by researching the company and the role. Practice your answers to common interview questions.

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### PROFESSIONAL DEVELOPMENT VS MASTER'S PROGRAM

by Kyrn Foster, AgCareers.com Marketing Intern

When considering your options for professional development, it's important to weigh the pros and cons of a master's program versus professional development.

**PROFESSIONAL DEVELOPMENT** This is a great way to gain hands-on experience and build your skills. It's also a more affordable option compared to a master's program.

**MASTER'S PROGRAM** A master's program can provide a deeper understanding of your field and open up more career opportunities. However, it is often more expensive and takes longer to complete.

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### THE NEW NETWORKING GUIDE

by Kyrn Foster, AgCareers.com Marketing Intern

Making networking easier than ever. Here are some tips on how to build your professional network effectively.

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### YOU KNOW MORE THAN YOU THINK

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

by Kyrn Foster, AgCareers.com Marketing Intern

Imposter syndrome is a feeling of self-doubt that can make you feel like you're not qualified for your job. Here are some ways to overcome it.

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### AGRICULTURE

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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.

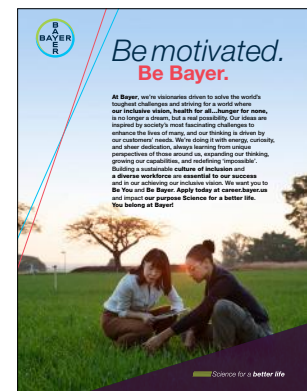
## What should you advertise?

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.*

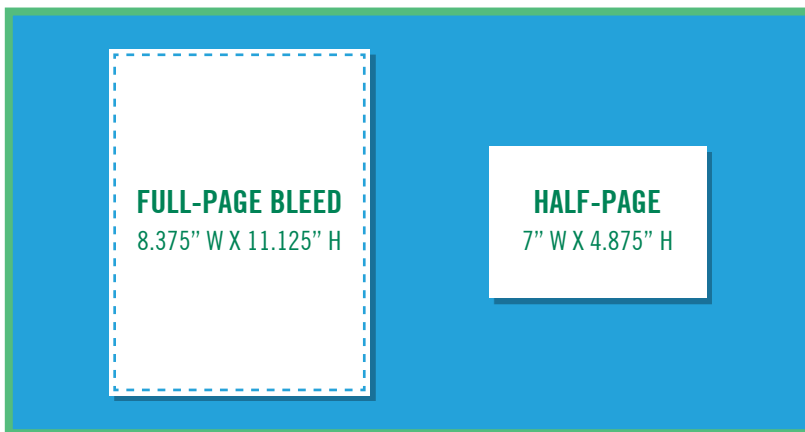
# INVESTMENT & GUIDELINES

Grow the talent pipeline to your organization, and connect with top candidates in the industry; participate in the 2022-2023 AgCareers.com Ag & Food Career Guide.

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

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

\$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

**JUNE 1**

Advertisement  
commitment  
required

**JUNE 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](mailto: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](mailto:agcareers@agcareers.com)  
800-929-8975

YES, reserve \_\_\_\_\_ page(s) for my organization to participate in the 2022 - 2023 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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