# AGRICULTURE & FOOD CAREER GUIDE 2023 - 2024 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 AFA.



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.



Extended reach from digital editions:

US Edition - https://www.agcareers.com/career-guide/2022/US/ Canadian Edition - https://www.agcareers.com/career-guide/2022/CDN/ Nearly 50,000 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 100,000 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. 2022 articles included:

- Lessons From Virtual Career Fairs
- How To Choose The Right Internship
- Life Past College
- How To Ask For A Raise
- Working In Ag Jobs Without An Ag Background
- How To Handle Your First Job Offer
- Tailoring Your Resume
- Listen & Learn
- Networking, To Play or Not to Play
- Unwritten Rules of the Interview Process

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.



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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 2023-2024 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.





**Advertiser** 

TIMELINE

JULY 1

**JULY 15** Advertisement artwork due

Advertisement commitment required

#### 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.

# **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 2023 - 2024 Ag & Food Career Guide!

\_\_\_\_ US Edition \_\_\_\_ Canadian Edition \_\_\_\_ Both

Company Name:	 
Contact Name:	 
Email Address:	 
Phone Number:	 
Mailing Address:	 

### Take a look at last year's editions!

### **SPECIAL OFFER!**

Reserve your spot in the 2023 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