

AG Careers.com

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.

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.

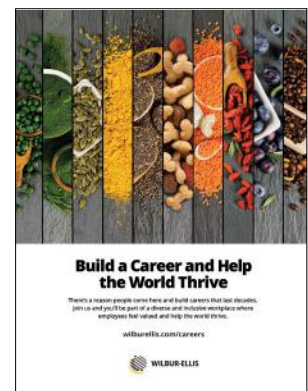
What should you advertise?

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.*

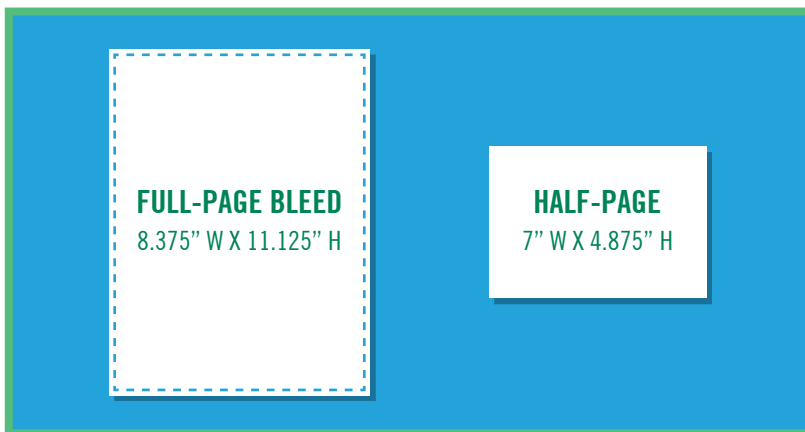
INVESTMENT & GUIDELINES

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.



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 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*

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!