

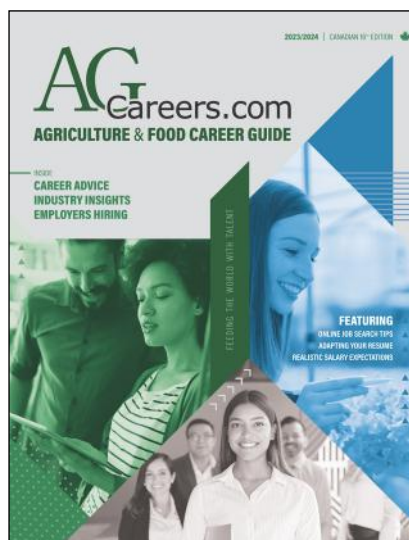
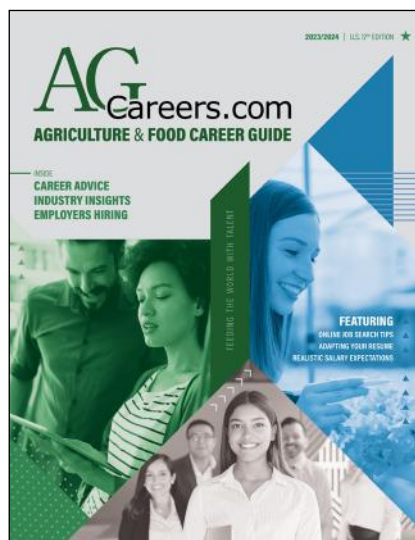
AG Careers.com

AGRICULTURE & FOOD CAREER GUIDE

2024 - 2025 MEDIA KIT

ABOUT

The Agriculture & 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 organizations, a direct connection to students and professionals interested in agriculture 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.



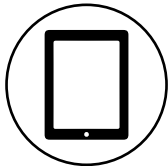
Distributed by nearly 350 unique university and college ag departments, career services offices, and faculty. Also distributed by other educational organizations such as FFA, AFA, 4-H, & MANRRS.



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/ag-and-food-career-guide/2023/US/>

Canadian Edition - <https://www.agcareers.com/ag-and-food-career-guide/2023/CDN/>

Nearly 55,000 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.



EDITORIAL CONTENT

The guide provides helpful career search advice with informational articles on resumes, interviews, 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. 2023 articles included:

- Tips & Tricks for Online Job Searches
- Keys to Building a Strong Personal Brand
- The Most Important Transferable Skills
- Adapting Your Resume to Different Positions
- Your Own Potential in an Interview
- Say "Yes!" Embrace New Opportunities
- Setting (Realistic) Salary Expectations
- Are You Striving for Work-Life Balance or Integration?
- Exploring Unique Agricultural Careers
- Generations in the Workplace
- First-Time Job Seeker? Here's What You Need to Know

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 for students to sign up for that delivers monthly relevant career search and preparation materials.

The back cover of the Career Guide is an advertisement for the Career Success kit, encouraging young professionals to subscribe online. Past subscription materials have included videos, infographics, tip sheets, and more.

We are proud to partner with our friends at AFA on this content and distribution.



Adapting Your Resume to Different Positions

By Rhiannon Hixon, Student Solutions Manager, AgCareers.com

As you enter the job market, you may be wondering about making a career change? Has your major or your goals in college changed? Are you looking for a career in a different industry? Or are you looking for a career in a different location? These are all questions you should be asking yourself as you prepare to enter the workforce.

When you have already spent time earning a degree in one field, you may be wondering how to adapt your resume to a new field. This is a common question, and the answer is to focus on your transferable skills. These are the skills that you have gained from your previous work or education that can be applied to a new job. For example, if you have worked in a retail job, you may have developed skills in customer service, teamwork, and communication. These are all skills that are valuable in many different careers.

When you are applying for a job in a new field, you should focus on these transferable skills and how they relate to the job. You should also highlight any relevant coursework or projects that you completed in college. This will show the employer that you have the knowledge and skills necessary to succeed in the new field.

Finally, it is important to tailor your resume for each job you apply to. This means that you should focus on the specific skills and experiences that are most relevant to the job. By doing this, you can make your resume stand out from the competition and increase your chances of being hired.

MEMBER NEWS: AFA AGRICULTURE YOUTH ALLIANCE

Setting (Realistic) Salary

By Nicole Smith, Digital Experience Project Manager, AgCareers.com
Shelby Johnson, Marketing & Communications Manager, AgCareers.com

When you are applying for a job, you may be wondering what salary to expect. This is a common question, and the answer is to research the market and your own qualifications. There are several factors that can influence your salary, including your education, experience, and the industry you are working in.

One of the best ways to determine a realistic salary is to research the market. You can do this by looking at job postings for similar positions in your field. You can also ask your employer or a career counselor for advice. It is important to remember that your salary should be commensurate with your skills and experience.

Another important factor to consider is your own qualifications. If you have a degree in a relevant field and several years of experience, you may be able to negotiate a higher salary. However, if you are just starting your career, you may need to accept a lower salary.

Finally, it is important to remember that your salary is not the only factor to consider when choosing a job. You should also consider factors such as the company's culture, benefits, and growth opportunities. By taking all of these factors into account, you can make a more informed decision about your salary expectations.

MEMBER NEWS: AFA AGRICULTURE YOUTH ALLIANCE

PERSONAL BRANDING: Who Are You?

By Kathryn Deane, Director, AgCareers.com

When you are applying for a job, you may be wondering what to say about yourself. This is a common question, and the answer is to focus on your personal brand. Your personal brand is the unique combination of your skills, experiences, and personality that sets you apart from other candidates.

To create your personal brand, you should first identify your strengths and weaknesses. You should also research the industry and the company you are applying to. This will help you to understand what the employer is looking for and how you can best position yourself as a candidate.

Once you have identified your strengths and weaknesses, you should focus on highlighting your strengths in your resume and interview. You should also be prepared to discuss your weaknesses and how you have worked to improve them. This will show the employer that you are a self-motivated and proactive individual.

Finally, it is important to remember that your personal brand is not static. It should evolve as you gain more experience and skills. By continuously working on yourself and your brand, you can increase your chances of finding a job that is a great fit for you.

MEMBER NEWS: AFA AGRICULTURE YOUTH ALLIANCE

Generations in the Workplace: Showing Respect to All Ages

By Chava Beiter, Digital Marketing Coordinator and Social Media, Marketing & Communications Manager, AgCareers.com

As the workforce becomes more diverse, it is important to show respect to all generations in the workplace. This means understanding the unique needs and perspectives of each generation and creating a work environment where everyone can thrive.

One of the best ways to show respect to all ages is to communicate effectively. This means listening to others and being open to their ideas. It also means using clear and concise language that is easy for everyone to understand.

Another important factor is to create a work environment that is inclusive and supportive. This means providing opportunities for professional development and growth for all employees, regardless of their age. It also means being fair and equitable in your hiring and promotion practices.

Finally, it is important to remember that respect is a two-way street. While it is important to show respect to others, it is also important to expect respect from them. By being respectful to others, you can create a positive and productive work environment for everyone.

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35% Yes, I do!

I think so/ not sure!

37%

I have NO idea!

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Tips & Tricks for Online Job Searches

By Nicole Smith, Digital Experience Project Manager, AgCareers.com
Shelby Johnson, Marketing & Communications Manager, AgCareers.com

When you are searching for a job online, there are several tips and tricks that can help you find the best opportunities. These include using keywords, filtering your search results, and reaching out to employers directly.

One of the most important tips is to use keywords effectively. This means identifying the key skills and experiences that you want to highlight in your resume and using them in your search queries. This will help you to find jobs that are more relevant to your background.

Another important tip is to filter your search results. This means using the filters provided by the job search engine to narrow down your results based on factors such as location, salary, and job type. This will help you to find jobs that are more likely to be a good fit for you.

Finally, it is important to reach out to employers directly. This means contacting the hiring manager or recruiter at the company you are interested in and expressing your interest in the position. This can help you to stand out from the competition and increase your chances of being hired.

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SEARCHING ON AGCAREERS.COM

AgCareers.com offers a variety of search options to help you find the best job opportunities. These include advanced search filters, job alerts, and resume recommendations.

One of the most powerful features of AgCareers.com is the advanced search filters. These allow you to narrow down your search results based on a wide range of criteria, including location, salary, job type, and industry. This makes it easy to find jobs that are tailored to your specific needs and interests.

Another useful feature is job alerts. You can set up alerts to receive notifications about new job postings that match your search criteria. This will help you to stay up-to-date on the latest opportunities in your field.

Finally, AgCareers.com offers resume recommendations based on your profile and the job market. These recommendations are designed to help you create a resume that is more likely to be successful in your job search.

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CREATING YOUR PERSONAL BRAND

Your personal brand is the unique combination of your skills, experiences, and personality that sets you apart from other candidates. It is an important asset that can help you stand out in a competitive job market.

To create your personal brand, you should first identify your strengths and weaknesses. You should also research the industry and the company you are applying to. This will help you to understand what the employer is looking for and how you can best position yourself as a candidate.

Once you have identified your strengths and weaknesses, you should focus on highlighting your strengths in your resume and interview. You should also be prepared to discuss your weaknesses and how you have worked to improve them. This will show the employer that you are a self-motivated and proactive individual.

Finally, it is important to remember that your personal brand is not static. It should evolve as you gain more experience and skills. By continuously working on yourself and your brand, you can increase your chances of finding a job that is a great fit for you.

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ADVERTISEMENTS

The Agriculture & Food Career Guide is a resource for students and professionals highlighting the top businesses within the agricultural and food industries. It helps students better understand the breadth of 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.*

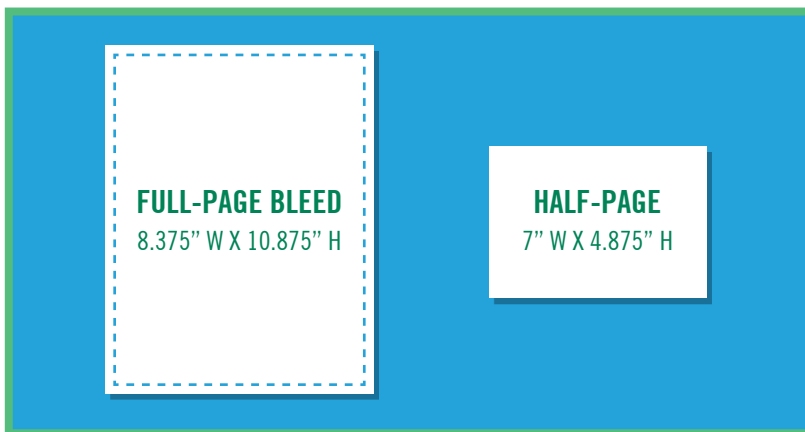
INVESTMENT & GUIDELINES

Grow the talent pipeline to your organization, and connect with top candidates in the industry; participate in the 2024-2025 AgCareers.com Agriculture & 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 10.875"

* Trim Page Size — 8.125" x 10.625"

* 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

MAY 31, 2024
Advertisement
commitment
required

JULY 15, 2024
Advertisement
artwork due

SEPTEMBER
Guide is printed
& distributed

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SPECIAL OFFER!

Reserve your spot in the 2024 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 2024 - 2025 Agriculture & Food Career Guide!

_____ US Edition _____ Canadian Edition _____ Both

Company Name: _____

Contact Name: _____

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Take a look at last year's editions!