

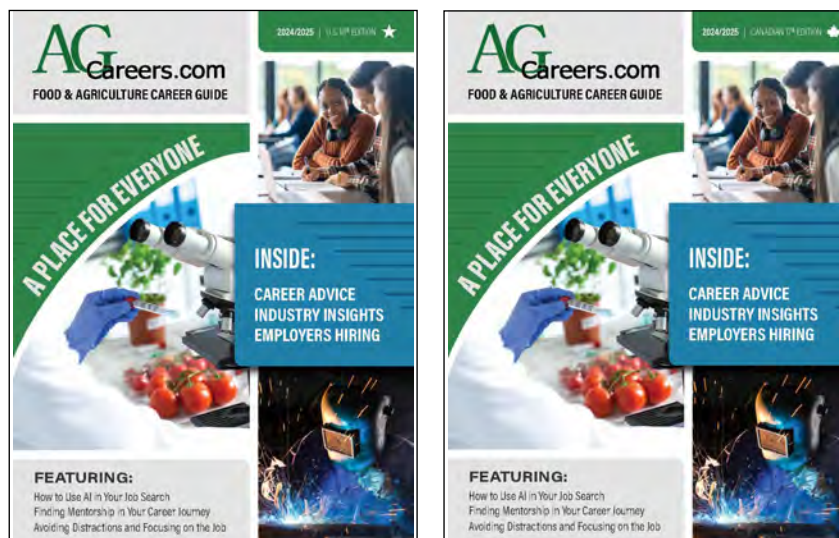
AG Careers.com

FOOD & AGRICULTURE CAREER GUIDE

2025 - 2026 MEDIA KIT

ABOUT

The Food and Agriculture 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 food and agriculture careers, and educational content that engages and sustains readership.



DISTRIBUTION

The guide is published by AgCareers. Both U.S. and Canadian editions are available. The print edition reaches thousands across North America.



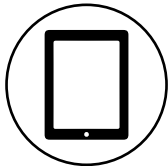
Distributed by nearly 350 unique university and college agriculture and food departments, career services offices, and faculty. Also distributed by other educational organizations such as FFA, AFA, 4-H, & MANRRS.



AgCareers 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/ag-and-food-career-guide/2024/US/>

Canadian Edition - <https://www.agcareers.com/ag-and-food-career-guide/2024/CDN/>

Over 100,000 views per year and growing! Video pop-out included with full-page ad.*



Additional promotional exposure via social media to AgCareers growing network of over 120,000 followers.



Exclusive branding in our Career Success Kit, distributed to over 17,000 students and advisors across North America. 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. 2024 articles included:

- Keywords: How to Use & Adjust for Success
- Using Artificial Intelligence in Your Job Search
- Anticipating Shortcomings and Overcoming Objections
- Finding Mentorship in Your Career Journey
- Explaining Total Compensation
- How Do I Know What Career Is Right for Me?
- Finding Your Place: Tips for Discovering Inclusive Workplaces
- Preparing for the Future: 10 Tips for Success in Your First Internship
- How Technology Is Impacting the Food & Beverage Industry
- Avoiding Distractions & Focusing on the Job
- Building a Positive Professional Online Presence
- Getting Started With AgCareers.com

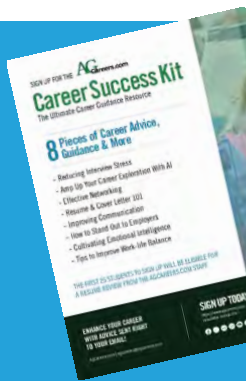
AgCareers frequently interviews employers for this content, and advertisers are given the first opportunity for input.

Special Feature: CAREER SUCCESS KIT

The AgCareers.com Career Success Kit is a free email subscription for students to enhance their career success! Featured in the Career Guide, the kit encourages students and young professionals to subscribe online.

Subscribers receive a monthly email during the school year with career advice and guidance through unique delivery methods, which include videos, infographics, tip sheets, and more.

Career Guide advertisers gain extra recognition in the Career Success Kit, including logo branding and links to active jobs and internships.



ADVERTISEMENTS

The Food & Agriculture 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 homepage featuring logos of advertisers
- Advertisements shared on AgCareers social media channels
- Feature in the Classroom Implementation Kit, used by secondary student teachers.



SPECIAL OFFER! Internship Program Benchmark

Wonder what your interns really think about your program? The AgCareers 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, 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

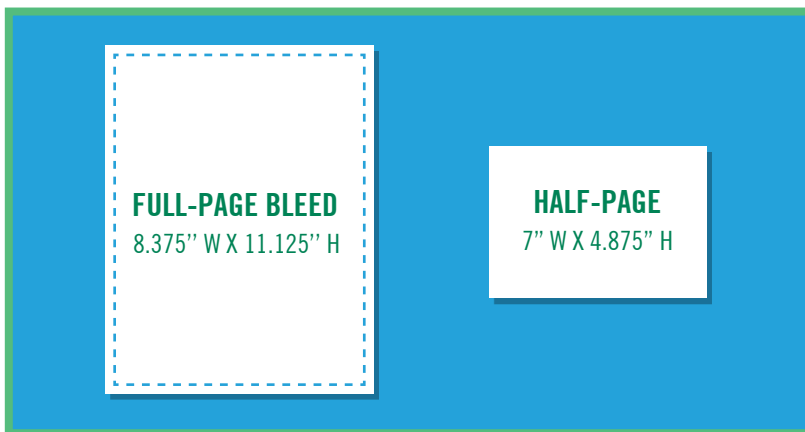
Grow the talent pipeline to your organization, and connect with top candidates in the industry; participate in the 2025-2026 AgCareers Food and Agriculture Career Guide.

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.

Ask About Our
Student Recruitment
Bundle!



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

- MAY 1, 2025**
Advertisement
commitment
required
- MAY 31, 2025**
Advertisement
artwork due
- SEPTEMBER**
Guide is printed
& distributed

RESERVE YOUR SPOT!

SPECIAL OFFER!

Reserve your spot in the 2025 Food and Agriculture 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 2025 - 2026 Food and Agriculture 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!