



AG Careers.com

**AG & FOOD EMPLOYER GUIDE**

2015 - 2016 MEDIA KIT



**U.S. 8<sup>TH</sup> EDITION**



**CANADIAN 7<sup>TH</sup> EDITION**

# ABOUT THE AG & FOOD EMPLOYER GUIDE

The Ag & Food Employer 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 has been published by AgCareers.com and *Agri Marketing* magazine for eight years. Both U.S. and Canadian editions are available. This resource guide reaches more than 24,000 people across North America:



Direct mailed with the September issue of *Agri Marketing* to over 7,500 professionals.



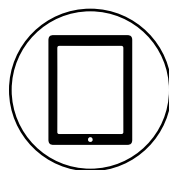
Distributed by more than 150 unique university and college ag departments, career services offices, and faculty. Also distributed by nearly 50 other educational organizations such as FFA and Jobs for America's Graduates (JAG).



AgCareers.com distributes the Employer 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.



Further reach to students and industry professionals gained from the availability of online copies of the Employer Guides:

US Edition - <http://www.agrimarketingdigital.com/?iid=102770>

Canadian Edition - <http://www.agrimarketingdigital.com/?iid=102769>



Additional promotional exposure via social media to AgCareers.com's network of more than 20,000 followers.

# 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. 2014 articles included:

- Resume Tips from Employers
- Raising the Bar on References
- Make Them Remember You
- 8 Reasons Ag Careers are Needed Now More than Ever
- Professional Preparation
- Pursuing Professional Development
- The Reality of Relocation
- It's Not So Bad to Start at the Bottom

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

### RESUME TIPS from employers

By Christine Higgins, MS USA, Career Marketing Specialist

**Final tip: Be clear and concise. Don't include your high school education.** If you're under a certain salary, don't include your GPA. Most employers don't care about your GPA. They care about your skills and experience. If you're a college graduate, include your GPA. If you're a high school graduate, don't include your GPA. If you're a graduate student, don't include your GPA. If you're a professional, don't include your GPA. If you're a manager, don't include your GPA. If you're a leader, don't include your GPA. If you're a team player, don't include your GPA. If you're a problem solver, don't include your GPA. If you're a communicator, don't include your GPA. If you're a team player, don't include your GPA. If you're a problem solver, don't include your GPA. If you're a communicator, don't include your GPA.

**Christine Higgins, MS USA**  
Career Marketing Specialist

**Anna Chisney, MS USA**  
Career Marketing Specialist

**Ashley Rasmussen, MS USA**  
Career Marketing Specialist

**Kelly Oswald, MS USA**  
Career Marketing Specialist

**Heather Bostick, MS USA**  
Career Marketing Specialist

### RAISING THE BAR ON REFERENCES

By Christine Higgins, MS USA, Career Marketing Specialist

**Who Do I Ask?**  
The most common list of people that has been used to ask for references is a list of former employers. This is a good starting point, but it's not the only option. You should also consider asking for references from people who have worked with you in a professional setting, such as a client, a customer, or a colleague. You should also consider asking for references from people who have worked with you in a non-professional setting, such as a volunteer, a mentor, or a friend. You should also consider asking for references from people who have worked with you in a different industry or profession. You should also consider asking for references from people who have worked with you in a different country or region. You should also consider asking for references from people who have worked with you in a different time period. You should also consider asking for references from people who have worked with you in a different role or position. You should also consider asking for references from people who have worked with you in a different organization or company. You should also consider asking for references from people who have worked with you in a different department or division. You should also consider asking for references from people who have worked with you in a different team or project. You should also consider asking for references from people who have worked with you in a different location or office. You should also consider asking for references from people who have worked with you in a different time zone or shift. You should also consider asking for references from people who have worked with you in a different season or year. You should also consider asking for references from people who have worked with you in a different month or week. You should also consider asking for references from people who have worked with you in a different day or hour. You should also consider asking for references from people who have worked with you in a different time zone or shift. You should also consider asking for references from people who have worked with you in a different season or year. You should also consider asking for references from people who have worked with you in a different month or week. You should also consider asking for references from people who have worked with you in a different day or hour.

**Christine Higgins, MS USA**  
Career Marketing Specialist



# ADVERTISEMENTS

The Ag & Food Employer 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.

**FEELING LOST?**  
We can steer you in the right direction.

**AgJunction**

AgJunction, the precision hardware and software for precision agriculture around the world. The company holds numerous patents and provides products and services under brand names including Outlook Guidance®, Settle®, and AgJunction® Cloud Services.

We currently offer:

- Health Insurance
- Dental Insurance
- Life Insurance, including short-term and long-term disability
- Private Reimbursement
- Competitive vacation and sabbatical
- Personal Time Off (8 business days) 401K Plan
- \$3000 annual tuition and course materials reimbursement
- Employee Stock Purchasing Program
- Annual Employee Recognition Program
- Employee referral bonus (up to \$2000)
- Employee recognition program
- Business casual dress code
- Lunch & Learn seminars

Hawthorne, Kan | Scottsdale, Ariz | Ames College, Penn | Wilmington, MS | Bensenville, IL

[www.AgJunction.com](http://www.AgJunction.com)

*Find your Why!*

**DO MORE THAN FIND A CAREER** **Elanco**

There are many places where you could take your talents. But, how many places empower you to help change the world? If you are passionate about feeding a hungry world and helping pets live longer, healthier, higher-quality lives, visit [Elanco.com/careers](http://Elanco.com/careers).

**LET'S SOLVE**

BE PART OF A COMMUNITY OF SOLVERS.

**WELCOME TO THE GREAT COLLABORATORS**

**Agricultural Products That Help Farmers Succeed**

DuPont Agriculture offerings: bring innovative science and solutions to meet the challenges faced by farmers today and into the future.

In agriculture, succeeding for our customers means growing a healthy, marketable and profitable crop. For DuPont, it means something bigger: feeding the world sustainably. Our mission is to deliver agricultural products from seeds to crop protection to deliver higher crop yields and more nutritious foods. We believe that by working together with our customers, we can find better ways to improve the quantity, quality and sustainability of the world's food supply.

To join us, visit [www.DuPont.com/careers](http://www.DuPont.com/careers)

**DU PONT**  
**PIONEER**

**BUILD YOUR FUTURE WITH PERDUE**

Perdue Farms is the family-owned parent company of Perdue Foods and Perdue AgBusiness. We are dedicated to enhancing the quality of life for everyone we touch through innovative food and agricultural products.

Through our strength, leadership and passion we offer a wide range of food products, through our agricultural products and services, and through our responsibility and corporate citizenship programs, we are committed to helping Perdue be the most trusted name in food and agricultural products.

At a Perdue location, you'll find pride in our heritage, and you'll find, along the company's DNA, the heart of an organization respected worldwide for quality and integrity.

**PERDUE**

We believe in **responsible food and agriculture:**

**CAREER OPPORTUNITIES**

- Finance and Accounting
- Safety and Maintenance
- Information Technology
- Sales and Marketing
- Production
- Engineering
- Management
- Research Development
- AgBusiness
- Medical and Occupational Health
- Human Resources

At Perdue, we believe in being a responsible employer, offering to our associates growth, safety and well-being. You will be a valued member of a diverse, fast-growing team in one of the world's top food and agricultural products companies. We'll help you learn, harness new skills and develop lasting relationships. You'll be recognized and rewarded for your individual accomplishments and your contributions toward team and company goals.

Full-time and part-time employment opportunities available. For more information about growing your career with Perdue, visit us at [www.perduefarms.com/careers](http://www.perduefarms.com/careers)

**PERDUE**

# INVEST IN THE FUTURE

Grow the talent pipeline to your organization, and connect with top candidates in the industry-- participate in the 2015-2016 AgCareers.com Ag & Food Employer Guide.

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

<b>U.S. Edition</b>	<b>\$2,500</b>
<b>Canadian Edition</b>	<b>\$1,900</b>

\$1,000 deposit is required to hold your spot.

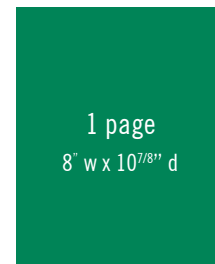
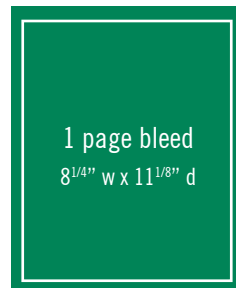
Space is available on a first come, first serve basis. Only full-page ad sizes available.

**Ad Reservation Deadline:**

**April 15, 2015**

**Ad Materials Due:**

**June 30, 2015**



\* Trimmed Page

## Advertising specs:

Bleed Page Size — 8-1/4" x 11-1/8"

\* Trim Page Size — 8" x 10-7/8"

All "live" matter should be approximately 3/8" from the trim edge.

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.

To reserve your spot, fill out the order form below, or contact:

Bonnie Johnson  
Marketing Associate  
AgCareers.com  
bonnie.johnson@agcareers.com  
800-672-8552 x30

YES, reserve \_\_\_\_\_ page(s) for my organization to participate in the  
2015-2016 Ag & Food Employer Guide!

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

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

**AG**careers.com

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Ames, IA 50010  
bonnie.johnson@agcareers.com



A GUIDE  
**PROFESS**  
**REPARA**  
by Lauren Vann, AgCare  
Sales Support Coordin

Map out the  
route with  
online or on a  
GPS. It's much  
easier than  
1999