ACTE is the largest association dedicated to the entire career and technical education community. We provide leadership in developing an educated, prepared and competitive workforce.

ACTE’s more than 24,000 members — teachers, guidance counselors, middle school and high school administrators, postsecondary and technical educators — are involved in planning and conducting career and technical education programs that prepare millions of students entering or re-entering the job market.

TECHNIQUES MAGAZINE

Techniques is the most widely read, most trusted and most informative publication serving the career and technical education market.

Written for career and technical educators by career and technical educators, Techniques addresses the issues our industry cares about most, providing input you can trust when making decisions for your classrooms, programs and school systems.

Each month, dedicated sections focus on leadership, classroom strategies, emerging jobs and new products and services. Feature articles cover the latest in new technologies, classroom management, teaching skills, professional development and more.

Techniques provides CTE decision-makers with the analysis and objective reporting they need to remain informed. And a place for savvy advertisers to target their niche markets.

TARGETED POINTS

- As many as 113,000 educators read a portion of Techniques each month.
- This includes decision-makers who control an estimated $11 billion in local, state and federal funds spent yearly on career and technical education.
- These decision-makers have identified Techniques as their single most important source of professional information.

Contact Techniques Managing Editor Lia Milgram, at lmilgram@acteonline.org, with story ideas, letters to the editor or Techniques content-related questions.

With Techniques advertising questions, contact:

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Published four times a year and received by 24,000 ACTE members, Techniques is the premier publication for the career and technical education industry. Booth numbers of exhibitors advertising in the November/December issue of Techniques will be included with their ad in the VISION 2020 issue.
MORE WAYS TO REACH ACTE MEMBERS

PRE- AND POST-VISION 2020 E-BLASTS – LIMITED AVAILABILITY
We offer a limited number of e-blast opportunities to the pre- and post-VISION attendee list and to ACTE membership. For more information, contact Tom Minich (607-264-9069 or tminich.acte@gmail.com).

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**EXPLAIN YOUR INDUSTRY AND THE CAREER OPPORTUNITIES**

**ENGAGE EDUCATORS WITH A WORKFORCE VISUALIZATION!**

Today's career and technical education programs are key to ensuring your industry has the skilled workforce it needs to remain competitive. But education administrators, teachers and guidance professionals must be aware of your industry and the career opportunities it provides students for curriculum and program alignment to occur. To bridge this very gap, to tell your industry’s story, use ACTE’s offers workforce visualization infographic template.

Send us an infographic using ACTE’s template and we’ll post it along with others on ACTE’s Working Wonders site.

[http://www.actonline.org/workingwonders](http://www.actonline.org/workingwonders)

**WAYS TO COMMUNICATE YOUR INDUSTRY AND CAREER OPPORTUNITIES!**

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