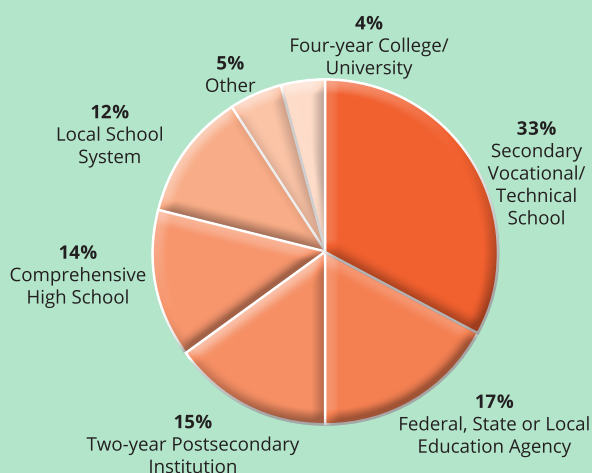


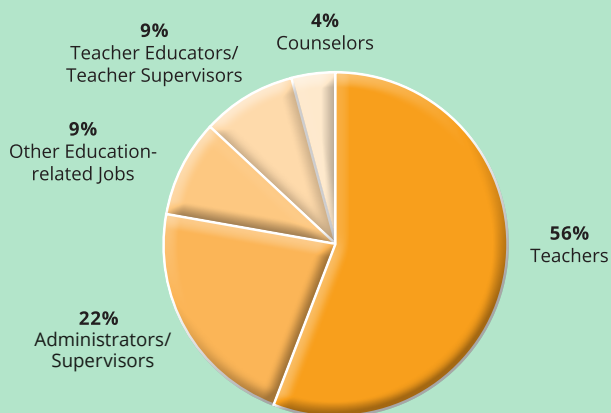


TECHNIQUES MAGAZINE 2022-23 MEDIA KIT

WHERE READERS WORK



WHO'S READING



ACTE ADVERTISING OPPORTUNITIES INCLUDE:

- Print Magazine
- Digital Advertising and Sponsored Content
- E-blast
- Social Media
- CareerTech VISION
- Career Infographic Marketing Campaign

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 members — teachers, counselors, middle 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 they care about most, providing input they can trust when making decisions for their 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:

Tom Minich
National Marketing Representative
Newcreek LLC
Phone: 518-406-3099
Fax: 607-441-1044
E-mail: tminich.acte@gmail.com

PRINT RATES AND SPECS

Techniques Rates (Black and White)

SIZE	1X	3X	5X	8X
Full Page	\$3,500	\$3,200	\$3,000	\$2,800
2/3 Page	\$2,750	\$2,550	\$2,350	\$2,150
1/2 Island	\$2,500	\$2,350	\$2,150	\$2,000
1/2 Page	\$2,000	\$1,850	\$1,700	\$1,550
1/3 Page	\$1,550	\$1,450	\$1,350	\$1,250
1/6 Page	\$925	\$850	\$800	\$750
Cover II*	\$3,700	\$3,500	\$3,300	\$3,100
Cover III*	\$3,700	\$3,500	\$3,300	\$3,100
Cover IV*	\$5,300	\$5,100	\$4,900	\$4,700
Two-page spread*	\$7,900	\$7,600	\$7,300	\$7,000

Standard (C, M, Y or K) Second Color, Per Ad—\$625
Four-color Process, Per Ad—\$1,070

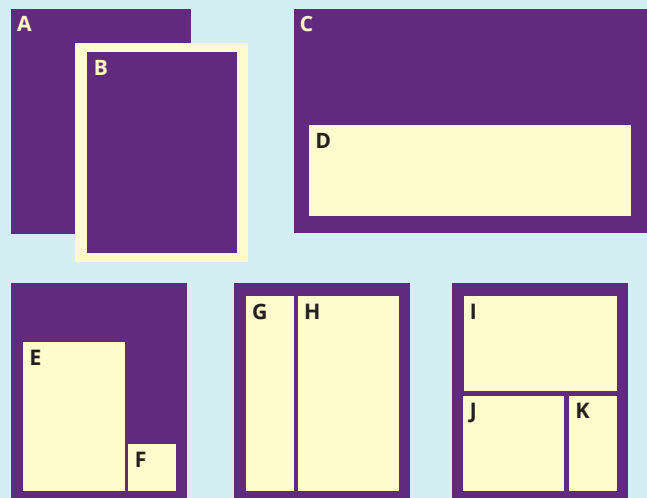
*Pricing includes four-color process



Published four times a year and received by more than 22,000 members 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 CareerTech VISION issue.

Ad Sizes	Width	Height
A Full page (w/bleed)	8 3/4"	11 1/4"
B Full page	7 1/4"	10"
C Two-page spread	17 1/4"	11 1/4"
D Two-page spread, half	15 1/2"	4 1/2"
E 1/2 page (island)	4 3/4"	7 1/4"
F Marketplace	2 1/4"	2 1/4"
G 1/3 page (vertical)	2 1/4"	9 1/2"
H 2/3 page	4 3/4"	9 1/2"
I 1/2 page (horizontal)	7 1/2"	4 1/2"
J 1/3 page (square)	4 3/4"	4 3/4"
K 1/6 page	2 1/4"	4 1/2"

MECHANICAL REQUIREMENTS



ISSUE DATES

www.acteonline.org/publications/techniques

TECHNIQUES IN 2022-23

Techniques

SEPTEMBER 2022

Space Reservations:

June 24, 2022

ACTE's CareerTech VISION
(VISION 2022 Issue)

Techniques

OCTOBER 2022

Space Reservations:

July 29, 2022

Technological
transformations

Techniques

NOVEMBER/
DECEMBER 2022

Space Reservations:

August 26, 2022

Making education &
workforce connections

Techniques

JANUARY 2023

Space Reservations:

October 21, 2022

The infrastructure issue

Techniques

FEBRUARY 2023

Space Reservations:

November 11, 2022

CTE Month

Sustaining passions
& supporting educators

Techniques

MARCH 2023

Space Reservations:

December 16, 2022

The agricultural
education issue

Techniques

APRIL 2023

Space Reservations:

January 27, 2023

CTE for English learners

Techniques

MAY 2023

Space Reservations:

February 24, 2022

YEAR-END issue
Global education

MORE WAYS TO REACH ACTE MEMBERS

PRE- AND POST-CAREERTECH VISION 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 (518-406-3099 or tminich.acte@gmail.com).

SOCIAL MEDIA



www.facebook.com/actecareertech



www.twitter.com/actecareertech



[www.linkedin.com/actecareertech](https://www.linkedin.com/company/actecareertech)



www.twitter.com/TechniquesACTE

CONTACT

Tom Minich

National Marketing Representative
Newcreek LLC
Phone: 518-406-3099
Fax: 607-441-1044
Email: tminich.acte@gmail.com

Lia Milgram

Managing Editor
ACTE
Phone: 703-683-9339
Email: lmilgram@acteonline.org

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 educators must be made aware of your industry and related career opportunities for curriculum and program alignment to occur. Let ACTE help you tell your industry's story; use our 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.

acteonline.org/why-cte/cte-awareness/working-wonders/



WAYS TO COMMUNICATE YOUR INDUSTRY AND CAREER OPPORTUNITES!

Use individual ACTE communication channels or do an entire campaign.

Infographic on ACTE's Working Wonders site: **Free**

Infographic in *Techniques*: **\$2,000**

Infographic shared via ACTE social media: **\$900**

Industry Connect blog post: **\$500**

VISION Career Pavilion table: **\$800**

VISION CareerTech Expo booth: **\$1,700**

Pre- and post-VISION attendee e-blast: **\$1,800**

ENTIRE CAMPAIGN COST: **\$5,000 (\$7,700)**

acteonline.org/why-cte/cte-awareness/working-wonders/

industryconnect.acteonline.org

acteonline.org/techniques

TECHNIQUES DIGITAL BANNER RATES

All eight 2022-23 *Techniques* issues are accessible to ACTE's members online. September, November/December, February and April issues are print and digital. October, January, March and May issues are digital only.



728 pixels x 90 pixels

MIDDLE BANNER

\$750

\$3,000 for all four digital only issues | **\$5,000** for all eight digital issues



300 pixels x 250 pixels

SIDE BANNER

\$450

\$1,800 for all four digital only issues | **\$3,000** for all eight digital issues

BRANDED CONTENT

New this year, we're inviting vendors to submit press releases and/or new product announcements to appear as branded content in *Techniques* online. Material must present informational value to the audience, subject to editorial approval.

Contact Lia Milgram and Tom Minich for more information and pricing.

TECHNIQUES DIGITAL BANNER SPECS

Middle issue banner location

- Banner size: 728 pixels wide x 90 pixels high
- Gif file for animated graphic; Jpg for static graphic
- Banner will be positioned between articles

Side issue banner location

- Banner size: 300 pixels high x 250 pixels wide
- Gif file for animated graphic; Jpg for static graphic
- Banner will be positioned alongside articles

Material submission

- Banner must be correctly sized
- A URL must be included with banner
- Send to jwaterhouse@acteonline.org and tminich.acte@gmail.com
- Banner will remain posted with corresponding *Techniques* issues

CONTACT

Tom Minich

National Marketing Representative
Newcreek LLC
Phone: 518-406-3099
Email: tminich.acte@gmail.com