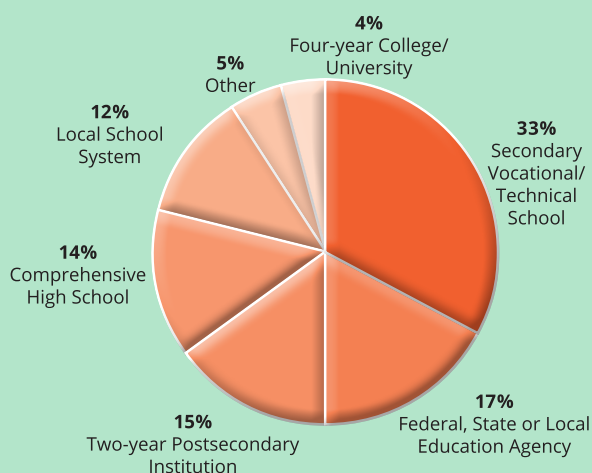


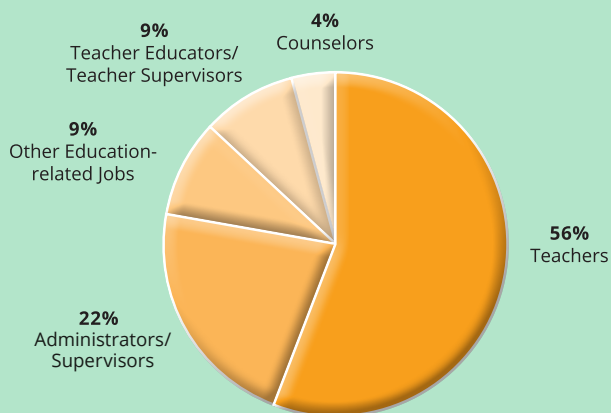


# TECHNIQUES MAGAZINE 2022-23 MEDIA KIT

## 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](mailto: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](mailto: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

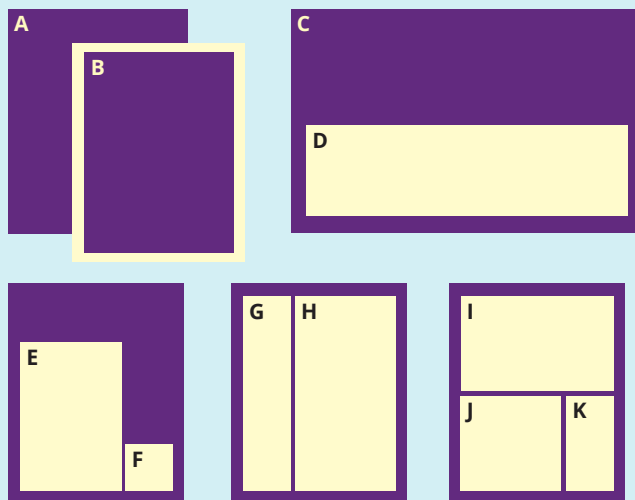
\*Pricing includes four-color process



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

## MECHANICAL REQUIREMENTS



# ISSUE DATES

[www.acteonline.org/publications/techniques](http://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](mailto:tminich.acte@gmail.com)).

### SOCIAL MEDIA



[www.facebook.com/actecareertech](https://www.facebook.com/actecareertech)



[www.twitter.com/actecareertech](https://www.twitter.com/actecareertech)



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



[www.twitter.com/TechniquesACTE](https://www.twitter.com/TechniquesACTE)

### CONTACT

#### Tom Minich

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Newcreek LLC  
Phone: 518-406-3099  
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Email: [tminich.acte@gmail.com](mailto:tminich.acte@gmail.com)

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Managing Editor  
ACTE  
Phone: 703-683-9339  
Email: [lmilgram@acteonline.org](mailto: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/](http://acteonline.org/why-cte/cte-awareness/working-wonders/)



## WAYS TO COMMUNICATE YOUR INDUSTRY AND CAREER OPPORTUNITIES!

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/](http://acteonline.org/why-cte/cte-awareness/working-wonders/)

[industryconnect.acteonline.org](http://industryconnect.acteonline.org)

[acteonline.org/techniques](http://acteonline.org/techniques)

# TECHNIQUES DIGITAL BANNER RATES

Articles from all eight 2022-23 *Techniques* issues are featured during each printed publication month accessible to everyone, ACTE members and non-members.



728 pixels x 90 pixels

## MIDDLE BANNER

**\$750**

**\$5,000** for all eight digital issues



300 pixels x 250 pixels

## SIDE BANNER

**\$450**

**\$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 [tminich.acte@gmail.com](mailto:tminich.acte@gmail.com)
- Banner will remain posted with corresponding *Techniques* issues

### CONTACT

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