

2025-26 MEDIA KIT

ACTE ADVERTISING OPPORTUNITIES INCLUDE:

- **Print magazine**
- **Digital advertising**
- **Sponsored content, including advertorials, infographics and more**
- **Email marketing**
- **Social media**
- **CareerTech VISION**

ACTE is dedicated to serving the entire career and technical education (CTE) community. We provide leadership in developing an educated, prepared and competitive workforce.

ACTE's members are teachers, counselors, administrators and industry professionals. Together they are involved in planning and conducting CTE programs that prepare millions of learners entering or re-entering the job market.

READ TECHNIQUES

To keep up with industry news and trends affecting CTE

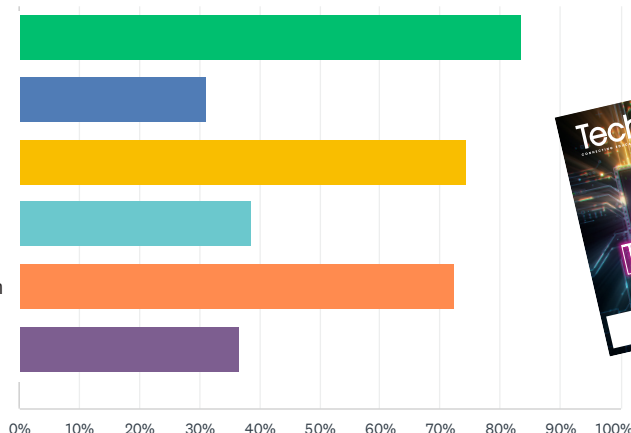
To learn more about inclusion, access, equity and diversity in CTE

To discover best practices and model CTE programs

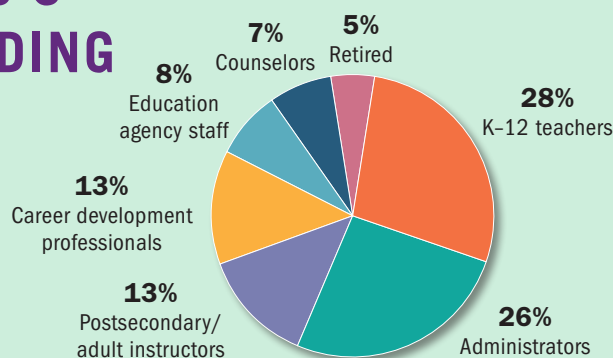
To learn more about the work ACTE does to promote CTE

To develop new strategies for use in my own school/institution/district/organization

To source reading material for use in the classroom or faculty PD



WHO'S READING



TECHNIQUES: CONNECTING EDUCATION & CAREERS

Techniques tells the story of CTE.

In print and online, featured content emphasizes the importance of strong leadership and a commitment to engage in continuous learning. Writers cover the latest in new technologies, educator well-being, 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.

CONTACT

EDITORIAL

Lia Milgram

703-683-9339

lmilgram@acteononline.org

ADVERTISING

Lindsay Skender

202-765-1690

advertisingsales@acteononline.org

PRINT RATES AND SPECS



TECHNIQUES RATES

Ad Size	Rate (1x)	Rate (2x)	Rate (4x)	Rate (8x)
Full Page	\$3,750	\$3,563	\$3,375	\$3,000
2/3 Page	\$3,000	\$2,850	\$2,700	\$2,400
1/2 Page Island	\$2,750	\$2,613	\$2,475	\$2,200
1/2 Page Horizontal	\$2,250	\$2,138	\$2,025	\$1,800
1/3 Page Vertical or Square	\$1,800	\$1,710	\$1,620	\$1,440
1/6 Page/Marketplace	\$1,250	\$1,188	\$1,125	\$1,000
Spread	\$6,000	\$5,700	\$5,400	\$4,800
Cover 2*	\$4,250	\$4,038	\$3,825	\$3,400
Cover 3*	\$4,000	\$3,800	\$3,600	\$3,200
Cover 4*	\$5,300	\$5,035	\$4,770	\$4,240

*Premium position based on availability

File Format: PDF

Resolution: At least 300 dpi

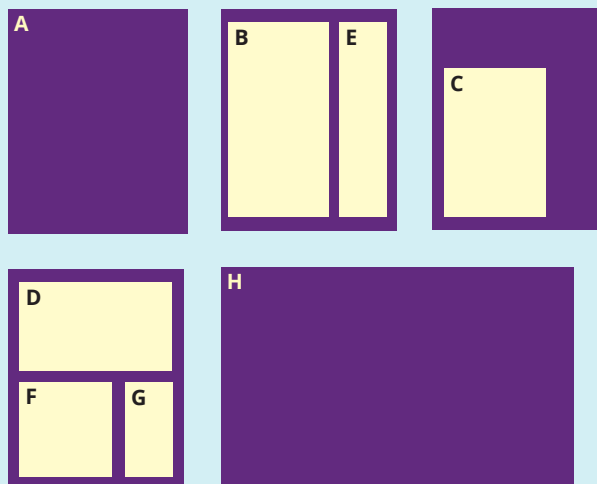
Color: CMYK

ADVERTORIAL RATES: \$2,000 (NO FREQUENCY DISCOUNT)

Advertorials are full-page articles (800–1,000 words) that provide detailed information about products and services but should have discernible value beyond sales. All content is subject to editorial review and proofreading. Photos, graphics and charts are welcome and encouraged. Advertorials must be purchased in conjunction with ads (1/2 page or larger).

Ad Sizes	Width (in inches)	Height (in inches)
A Full Page (Add .125 inch bleed on all sides)	8.375	10.875
B 2/3 Page	4.75	9.5
C 1/2 Page Island	4.75	7.25
D 1/2 Page Horizontal	7.5	4.5
E 1/3 Page Vertical	2.25	9.5
F 1/3 Page Square	4.75	4.75
G 1/6 Page/Marketplace	2.25	4.5
H Spread (Add .125 inch bleed on all sides)	16.75	10.875

MECHANICAL REQUIREMENTS



TECHNIQUES ISSUE DATES

acteonline.org/techniques

September 2025

**Striking a Chord in
Music City**
(The VISION Issue)

Ad Commitment:
July 11

Ad Materials:
July 18

October 2025

**The Technology
Revolution**

Ad Commitment:
Aug. 8

Ad Materials:
Aug. 15

November/ December 2025

**The Work-Based
Learning Advantage**

Ad Commitment:
Sept. 12

Ad Materials:
Sept. 19

January 2026

**Empowering Special
Populations**

Ad Commitment:
Oct. 24

Ad Materials:
Oct. 31

February 2026

**The Future of CTE
Leadership**

Ad Commitment:
Dec. 5

Ad Materials:
Dec. 12

March 2026

**The Matter of
Middle School**

Ad Commitment:
Jan. 9

Ad Materials:
Jan. 16

April 2026

**Rural CTE: Challenges,
Opportunities
& Innovation**

Ad Commitment:
Feb. 6

Ad Materials:
Feb. 13

May 2026

**Elevating CTE
Awareness for the
Next Century**

Ad Commitment:
March 6

Ad Materials:
March 13

September 2026

**A VISION for
the Future**

Ad Commitment:
July 10

Ad Materials:
July 17

October 2026

**Is There an
Instruction Manual?**

Ad Commitment:
Aug. 14

Ad Materials:
Aug. 21

November/ December 2026

**The Centennial
Celebration**

Ad Commitment:
Sept. 11

Ad Materials:
Sept. 18

Select articles are featured online and in regular newsletters sent to ACTE members, staff and partners. Content published in *Techniques* online is accessible to members and non-members, too, further increasing the potential reach of your ad.

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DIGITAL RATES AND SPECS

Techniques Newsletter Banner Ad (500x80 pixels)	\$750
ACTE News Top Banner Ad (500x80 pixels)	\$1,000
ACTE News Standard Banner Ad (500x80 pixels)	\$750

NEWSLETTERS

ACTE News:
Sent weekly

**Techniques,
issue forward:**
Sent eight times
a year

500 pixels x 80 pixels

File Formats:

- GIF (animated)
- JPG (static)

Include click-through URL.

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FORM CONNECTING EDUCATION AND CAREERS



Ready to engage CTE professionals in authentic, high-impact ways? Let ACTE help you tell your story.

MORE WAYS TO ENGAGE EDUCATORS

- Infographics:** Use ACTE's template to create an infographic or design your own. Each infographic will be showcased in our *CTE Working Wonders* collection, or you may choose to have it published in *Techniques*.
- Sponsored Content:** Share advertorials, press releases, social media messages and/or new product announcements to appear as sponsored content across our platforms.
- ACTE's CareerTech VISION:** Reserve a booth at the Expo to connect with educators and students. We also offer a limited number of email marketing opportunities to connect with VISION attendees pre- and post-event.
- Targeted Outreach:** Boost your reach with email marketing options tailored to the full ACTE membership or specific divisions.

VISION Vendor Eblast: to the pre- and post-VISION attendee lists	\$2,150
Membership Eblast: to the full ACTE membership	\$2,500
Division Eblast: to a specific ACTE division	\$500
Sponsored Infographic: choice of digital or print	\$2,000
Sponsored Social Media Post: choice of two platforms (Meta, LinkedIn, X)	\$900

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acteonline.org/techniques

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association-for-career-
and-technical-education



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