

2026-27 MEDIA KIT

ACTE ADVERTISING OPPORTUNITIES INCLUDE:

- **Print magazine**
- **Digital advertising**
- **Sponsored content**
- **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

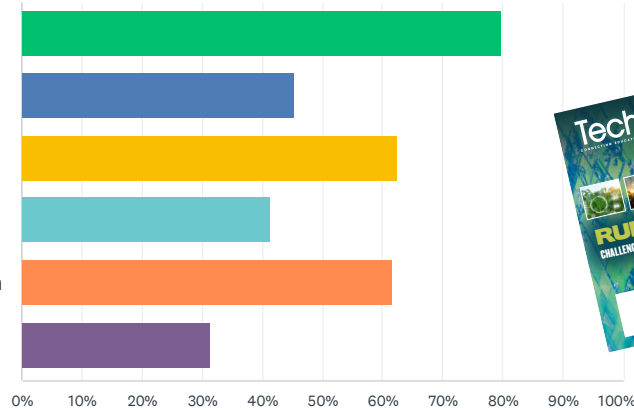
To learn more about CTE for all

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



Administration Division

Agricultural Education Division

Business Education Division

CTE for All Division

Counseling and Career Development Division

Engineering and Technology Education Division

Family and Consumer Sciences Education Division

Health Science Education Division

New and Related Services Division

Postsecondary, Adult and Career Education Division

Trade and Industrial Education Division

Work-Based Learning Division



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@acteonline.org

ADVERTISING

Lindsay Skender

202-765-1690

advertisingsales@acteonline.org

PRINT RATES AND SPECS



TECHNIQUES RATES

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

*Premium position based on availability

File Format: PDF

Resolution: At least 300 dpi

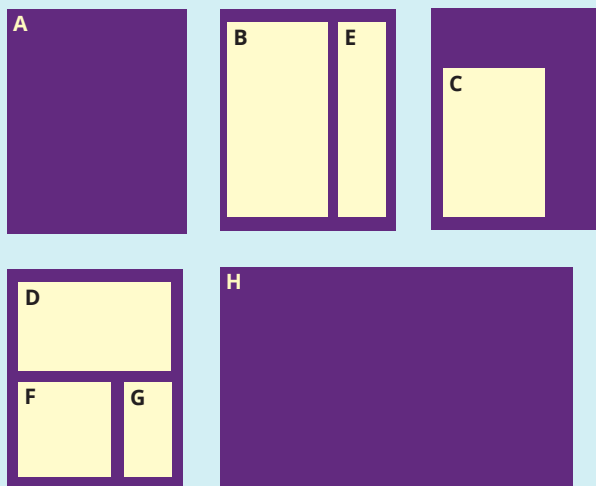
Color: CMYK

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 2026

**A VISION for
the Future**

Ad Commitment:
July 3

Ad Materials:
July 10

October 2026

**Is There an
Instruction Manual?**

Ad Commitment:
Aug. 7

Ad Materials:
Aug. 14

November/ December 2026

**The Centennial
Celebration**

Centennial packages
available until **May 31!**
(See next page for details.)

January/ February 2027

The People of CTE

Ad Commitment:
Nov. 6

Ad Materials:
Nov. 13

March/ April 2027

**Marketing &
Messaging**

Ad Commitment:
Jan. 4

Ad Materials:
Jan. 11

May/ June 2027

**The Modern
CTE Classroom**

Ad Commitment:
March 5

Ad Materials:
March 12

September 2027

**Innovation & Impact
(VISION issue)**

Ad Commitment:
July 2

Ad Materials:
July 9

October 2027

**Leadership in
Times of Change**

Ad Commitment:
Aug. 6

Ad Materials:
Aug. 13

November/ December 2027

**Emerging Technology
Pathways**

Ad Commitment:
Sept. 3

Ad Materials:
Sept. 10

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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TECHNIQUES

THE CENTENNIAL CELEBRATION



The Centennial Celebration issue of Techniques (November/December 2026) commemorates ACTE's 100th anniversary and coincides with ACTE's CareerTech VISION 2026 in New Orleans, Louisiana — making it one of the most anticipated publications in ACTE's history. This landmark edition will be mailed to 25,000+ ACTE members nationwide and receive expanded onsite distribution to VISION attendees, including many non-members. Designed as a collectible, coffee table-style publication with strong archival appeal, this commemorative issue positions your brand as a lasting partner in the CTE community's history and future.

A COMMEMORATIVE EDITION UNLIKE ANY OTHER

- Expanded format with premium design quality
- Distinctive centennial cover and custom section openers
- Rich visual storytelling featuring archival photography, timelines and infographics
- Keepsake quality readers will save, display, and share for years
- Dual distribution: mailed to members + hands-on at VISION 2026
- Extended digital visibility on ACTE's website and centennial landing page

WHY PRINT MATTERS

Physical Presence at VISION 2026

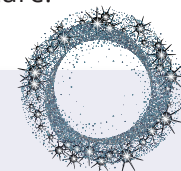
Picture your ad in the hands of 6,000+ engaged conference attendees in New Orleans, Louisiana, creating face-to-face brand impressions during the CTE community's biggest event of the year.

Archival Value

Position your organization as a lasting partner in CTE's history. This centennial issue will be referenced and shared for years to come — giving your brand visibility long after publication.

Expanded Reach

VISION distribution means your message reaches thousands of nonmember educators, administrators, and industry leaders who don't regularly receive Techniques.



CENTENNIAL ADVERTISING PACKAGES

NOTE

Additional premium print opportunities may be available, such as tear-out posters, polybag inserts, and more, subject to availability and special quotes.

Centennial Champion — \$5,400

- Two-page spread of print advertising (one full-page ad, one full-page advertorial)
- Complimentary 1/6-page "Congrats, ACTE!" Marketplace ad
- Premier logo visibility on centennial landing page, promotions and programming
- Inclusion in ACTE's Centennial social media spotlights

Choice of one additional bonus (limited quantities available):

- VISION 2026 Virtual Tote Bag
- Division Eblast
- ACTE News Top Banner Ad
- Techniques November/December News Banner Ad

Centennial Partner — \$3,375

- One full page of print advertising
- Complimentary 1/6-page "Congrats, ACTE!" Marketplace ad
- Logo featured on centennial landing page, promotions and programming
- Inclusion in ACTE's Centennial social media spotlights

Centennial Supporter — \$1,000

- A 1/6-page "Congrats, ACTE!" Marketplace ad
- Logo featured on centennial landing page, promotions and programming

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Key Dates & Timeline

May 31, 2026 – Deadline to secure special Centennial Celebration rates

November/December 2026 – Issue publishes and mails to 25,000+ members

Dec. 2–5, 2026 – Expanded distribution at VISION 2026 in New Orleans, Louisiana

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 six times
a year

500 pixels x 80 pixels

File Formats:

- GIF (animated)
- JPG (static)

Include click-through URL.

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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

- Sponsored Content:** Share thought leadership, insights and solutions directly with the ACTE audience through trusted editorial channels. Options include sponsored advertorials in Techniques and featured content in ACTE News, our member newsletter. These opportunities offer a unique opportunity to connect with ACTE members in a meaningful, content-driven format.
- 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 Content: available in Techniques or ACTE News	\$2,000
Sponsored Social Media Post: choice of two platforms (Meta, LinkedIn, X)	\$900

acteonline.org

acteonline.org/techniques

www.careertechvision.com



facebook.com/actecareertech



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