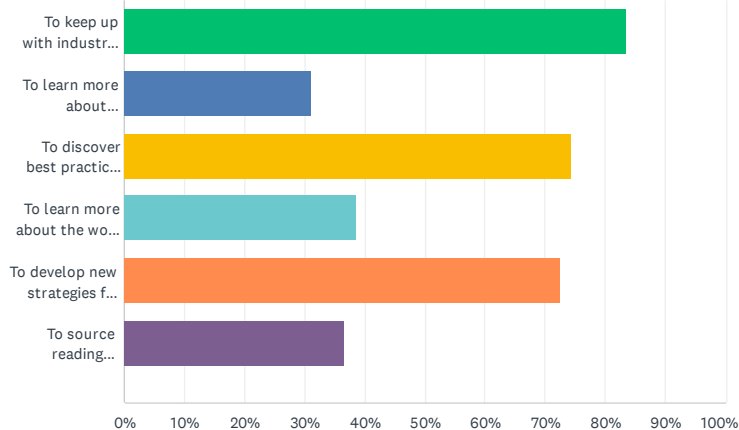




TECHNIQUES MAGAZINE 2023–24 MEDIA KIT

READ TECHNIQUES



To keep up with industry news and trends affecting CTE

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

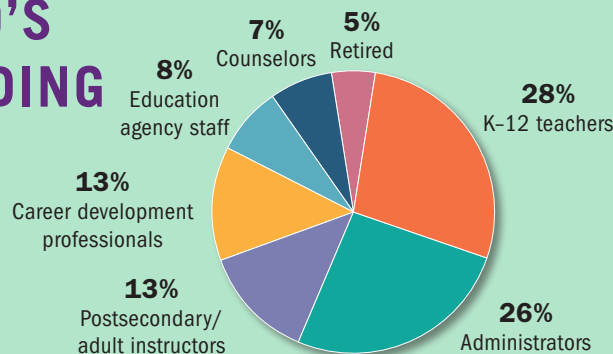
To discover best practices and model CTE programs

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



ACTE ADVERTISING OPPORTUNITIES INCLUDE:

- Print magazine
- Digital advertising and sponsored content
- E-blast
- Social media
- CareerTech VISION
- Career infographic marketing campaign

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 — 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 learners entering or re-entering the job market.

TECHNIQUES: CONNECTING EDUCATION & CAREERS

Techniques tells the story of CTE.

In print and online, readers discover innovative classroom management strategies; they may grow in their understanding of inclusion, access, equity and diversity; but most of all, we want them to feel a sense of community here.

Featured content emphasizes the importance of strong leadership and a commitment to engage in continuous learning. Education stakeholders 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.

WITH QUESTIONS OR STORY IDEAS

Contact Lia Milgram

Senior Managing Editor

ACTE

Phone: 703-683-9339

Email: lmilgram@acteonline.org

TO ADVERTISE

Contact Tom Minich

National Marketing Representative

Newcreek LLC

Phone: 518-406-3099

Fax: 607-441-1044

Email: 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

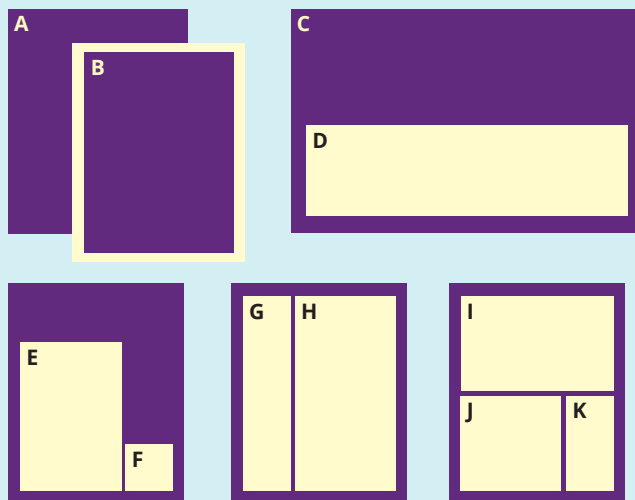


Published eight times a year and received by more than 22,000 members and subscribers, Techniques magazine has been CTE's go-to for more than 25 years.

Booth numbers of exhibitors advertising in the November/December issue of *Techniques* will be included with their ads in the CareerTech VISION issue in September.

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

TECHNIQUES IN 2023-24

acteonline.org/techniques

Techniques

SEPTEMBER 2023

Space Reservations:

June 24, 2023

VISION in the Spotlight

Techniques

OCTOBER 2023

Space Reservations:

July 29, 2023

A How-to Guide

Techniques

NOVEMBER/
DECEMBER 2023

Space Reservations:

Aug. 26, 2023

Cross-disciplinary
Collaboration

Techniques

JANUARY 2024

Space Reservations:

Oct. 21, 2023

Advocacy & Outreach

Techniques

FEBRUARY 2024

Space Reservations:

Nov. 11, 2023

Excellence in CTE

Techniques

MARCH 2024

Space Reservations:

Dec. 16, 2023

Research & Practice

Techniques

APRIL 2024

Space Reservations:

Jan. 27, 2024

Tell Me a Story of CTE

Techniques

MAY 2024

Space Reservations:

Feb. 24, 2024

Workforce Development in
Underserved Communities

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



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



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



[linkd.in/
actecareertech](https://linkd.in/actecareertech)



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

CONTACT

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

Lia Milgram

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

EXPLAIN YOUR INDUSTRY AND THE CAREER OPPORTUNITIES

nwfa National Wood Flooring Association
Helping you create a career path in the wood flooring industry

Explore the possibilities.

64% MAKE MORE THAN \$13/hr	75% MAKE MORE THAN \$75K	AVERAGE SALARY \$62,945
65% MAKE MORE THAN \$75K	AVERAGE SALARY \$46,095	AVERAGE SALARY \$71,636

*Numbers taken from NWFA member survey and payscale.com

Learn more about the industry >> nwfa.org

In Partnership with **ACTE** **eWORKING WONDERS**

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 curricular 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/working-wonders/

NKBA NATIONAL KITCHEN+BATH ASSOCIATION

FUTURES

THE NEED
OVER **2 MILLION** NEW JOBS WILL BE ADDED IN DESIGN & CONSTRUCTION FIELDS THROUGH 2020.
THERE'S A GROWING DEMAND FOR UNIVERSAL DESIGN AS BABY BOOMERS REMODEL TO AGE-IN-PLACE.

THE SOLUTION
JOIN A GROWING INDUSTRY. RESIDENTIAL KITCHEN AND BATH MARKET REPRESENTS 25% OF ALL RESIDENTIAL CONSTRUCTION (\$600 BILLION). THE K&B SEGMENT IS PROJECTED TO GROW AT 10% ANNUALLY.
\$147 BILLION INDUSTRY

DETERMINE A DEFINED CAREER PATH.
71% OF WINNERS CHOOSE RESEARCH-ORIENTED JOB AVAILABILITY BEFORE SELECTING THEIR MAJOR. 2016 GRADUATES HAD A HIGHER PLACEMENT RATE, DEFINED JOB SELECTIONS, AND BETTER SUCCESS BY SURVEYING THE JOB MARKET BEFORE DETERMINING THEIR PATH OF STUDY.

HOW TO GET THERE

- Gain professional experience
- Earn industry credentials
- Complete internships
- Earn industry certifications
- Complete industry projects
- Gain industry connections

THE BENEFITS

- Gain industry connections
- Earn industry credentials
- Complete internships
- Earn industry certifications
- Complete industry projects
- Gain industry connections

Rebecca Sutton, AKBD, Virginia Tech

"It was the student chapter of the NKBA and my student membership that took me outside the comfort zone of the classroom, meet people in the industry, attend NKBA events, network, and really get to know my peers (and potential future colleagues...). My student membership drove me to learn more about the NKBA, what it has to offer, be familiar with the accreditations process, get a jump start on my continuing education through NKBA offered CEU's, attend KBIS as a student, and so much more."

In Partnership with **ACTE** **eWORKING 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/working-wonders/
industryconnect.acteonline.org
acteonline.org/techniques

TECHNIQUES DIGITAL BANNER ADS & SPONSORED CONTENT

Select articles are featured online and in issue-forward newsletters sent to ACTE members, staff and partners. Content published in *Techniques* online is accessible to members and non-members, too.



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

Vendors are invited 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
- Banner will remain posted with corresponding *Techniques* issues

CONTACT

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