

# techdirections

linking education to careers

**Launch Your  
Marketing  
Campaign  
with  
techdirections**



**2010-2011  
MEDIA  
PLANNER**

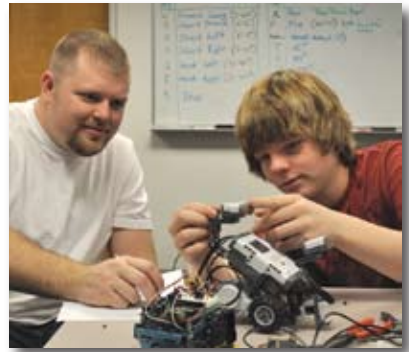


## Who we are

No other magazine covers the field like we do. **techdirections** helps teachers prepare students for advanced training and employment in technical and engineering careers. Our readers are teachers, department heads, and administrators in technology, career/technical, and applied science education from middle school through postsecondary levels.

Teachers rely on **techdirections** for information they can immediately use in their classrooms.

**techdirections** features hands-on classroom projects that develop critical thinking, problem-solving skills, and knowledge of technology concepts. Also included are teaching trends and methods, successful programs, legislative activities, and special features on media, equipment, and supplies.



***“techdirections is the place I go to first for information on projects and products. I look at products that are listed and review their websites. Many of my activities have been generated from what I see in techdirections.”***

Steve Walker, Technology Teacher, Marcellus Senior High School

***“techdirections is easily one of the most useful tools in developing and maintaining a great Tech Arts program.”***

Michael Shallenberger, Dept. Head, Englewood Middle School

# How will you spend your advertising budget?

Print ads or digital? Email or direct mail? Let us help you sort through all the options and put together a package that best suits your needs.



You can reach buyers through our

- ▶ Print magazine
- ▶ Expanded digital issue
- ▶ Digital issue sponsorships
- ▶ Website
- ▶ Email ride-alongs
- ▶ Special advertising features
- ▶ Direct mail

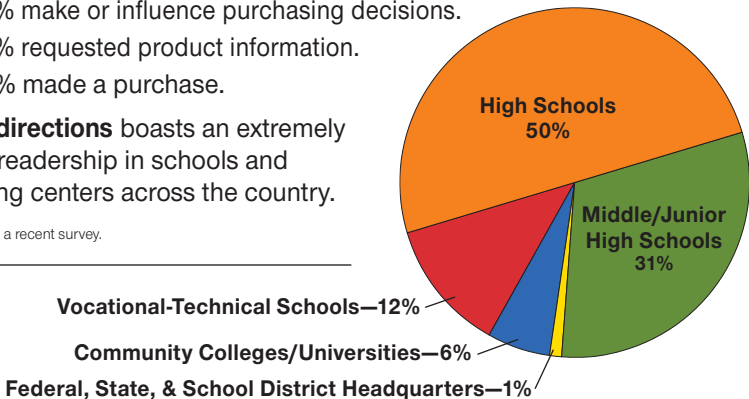
## More options to reach your target audience!

### About our readers

- ▶ 99% say ads in **techdirections** influence their purchasing decisions.
- ▶ 99% make or influence purchasing decisions.
- ▶ 92% requested product information.
- ▶ 75% made a purchase.

**techdirections** boasts an extremely loyal readership in schools and training centers across the country.

Based on a recent survey.



# Digital issue advertising

**Digital techdirections**—all the content of the print issue with additional material available exclusively online.



- ▶ Print ads appear in the digital issue at no extra charge!
- ▶ Sponsorship advertising available only for the digital issue.
- ▶ Place an ad in the expanded digital issue **only** for 33% of the black & white ad rate.
- ▶ Advertiser Index button in the toolbar allows one-click access to your ad.
- ▶ Built-in links give customers direct access to your website.
- ▶ Easy-to-browse, fully searchable publication.

Call Matt, x200, or Tonya, x209, to walk you through all the exciting digital advertising opportunities that are available.  
800-530-9673

# Website advertising

Target your advertising by placing your ad on specific web pages, or really make an impact by choosing our feature banner option, which puts your ad at the top of our site.

	Home page	Other pgs
<b>Feature banner</b> 360 x 90 pixels .....	\$300 .....	\$200
<b>Skyscraper</b> 160 x 400 pixels .....	\$200 .....	\$100
<b>1/2 skyscraper</b> 160 x 200 pixels .....	\$150 .....	\$75
<b>1/4 skyscraper</b> 160 x 100 pixels .....	\$100 .....	\$50
<b>Special position</b> .....	\$25 premium	

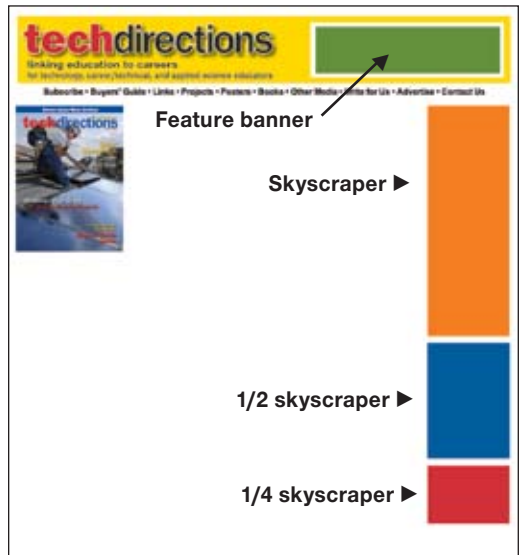
Space is limited and sold on a first-come, first-served basis.

File format: gif, jpg, or Flash, RGB color.

**Quantity and frequency discounts available.  
Call for a quote.**

Web ads and listings are non-commissionable.

For an online visual of ad sizes, see [www.techdirections.com/webadsizes.html](http://www.techdirections.com/webadsizes.html)



***“I use techdirections on a regular basis when preparing for projects and doing my budget for the following year to find suppliers. I also find products for projects at home and for work outside the classroom that I do for others.”***

Dale A. Keida, West Genesee Middle School

# Editorial calendar

Month	Due Dates	Feature Article
August 2010	Ad close: June 25 Copy due: July 2	Teaching Television Production
September 2010	Ad close: July 26 Copy due: August 2	Running an Engineering Competition
October 2010	Ad close: August 25 Copy due: September 1	Building a Fuel Cell-Powered Go-Kart
November 2010	Ad close: September 27 Copy due: October 4	CAD Activity Excites Students
December 2010 Digital issue only	Ad close: October 25 Copy due: November 1	Updating and Remodeling a Tech School
January 2011	Ad close: November 22 Copy due: November 29	Motorcycle Repair Program
February 2011	Ad close: December 20 Copy due: December 27	The Big Crush— Testing Material and Product Strength
March 2011	Ad close: January 25 Copy due: February 5	Promoting Tech Programs in the Community
April 2011	Ad close: February 25 Copy due: March 4	Heat Loss Experiments for Construction Courses
May 2011	Ad close: March 25 Copy due: April 1	CNC Prepares Students for Careers

Calendar subject to change without notice

**Monthly Columns** • Direct from Washington • The News Report • Technology's Past

**6** • **tech**directions • 800-530-9673

## Special Advertising Features

### Back-to-School Issue

**Product Showcase**—Place a 1/6-page or larger ad and receive a FREE listing! Additional listings and non-advertiser cost—\$350.

**NEW! School Supplier Profiles**—Place a 1/4-page or larger ad and be included in our special profiles section. Includes your company logo or catalog cover.

**e-gallery**—Showcase your website for \$350. Includes a color image of your site.

**Double Up Opportunity**—Place a 1/4-page ad or larger and we'll double your space!

**Teacher Resources**—List your materials for teachers. One listing is free to October advertisers. Non-advertisers can buy a listing with photo for only \$350.

**ACTE Show Preview**—Bonus show distribution

**Hands-on Activities**—Showcase your hands-on projects to readers and convention attendees! Color photo and description only \$350 per listing!

**NEW! Web Banner Bonus!** Place a 1/4 page or larger ad in December and get a free web banner on [techdirections.com](http://techdirections.com).

### New Year Kickoff

**Annual Media Review**—Spotlight your newest books, videos, CDs, and software in this issue! Only \$350 per listing—includes a color photo and description.

**Double Up Opportunity**—Place a 1/4-page ad or larger and we'll double your space!

**Teacher Training Directory**—Promote your seminars, workshops, and online training programs. Only \$350.

### ITEA Show Preview

**Spring Spotlight**—Highlight your products just in time for fall purchases. For only \$350, your listing will include a 70-word description and color photo.

**Annual Buyers' Guide**—Gain extra exposure in this popular reference guide of suppliers. Enhance your listings with bold headers, descriptions, logos, and photos. **Online Buyers' Guide** listing available with print purchase.

**NEW! Spend It or Lose It Bonanza**—Snag readers' leftover budget dollars before the end of the budget year. Listings are only \$250 and include a description and a color photo.

# Still more options

## Digital Issue-Only Advertising

We offer the opportunity to advertise in our newly expanded digital issue at the introductory rate of 33% of our black-and-white print rates. Limited space available. Not applicable to the December digital-only issue.

## Custom Packages

Let us design a program to meet your needs and budget! Mix space advertising, web ads, digital issue sponsorships, inserts, and mail lists to maximize your marketing strategy.

## Email Ride-Alongs

Let us send your advertising message to our entire opt-in email list of subscribers, or target a specific part of our list, as part of our monthly email campaign. Messages can be up to 50 words long and contain one link.

Cost: Only \$100/M emails sent.

## Bonus Programs

Increase your advertising program and earn bonus color, space, and more! The more you buy, the more bonuses you will earn!

**Call Matt, x200, or Tonya, x209, at 800-530-9673 for details.**

*“Having been in the profession for 35 years, having vendors and cutting edge technology presented in one location and in a timely manner, provides me the opportunity to quickly stay tuned into new products and quality vendors that support what we do—teach tomorrows’ thinkers and doers. Thanks, **techdirections!**”*

Roy Slater, Technology Teacher, Somers High School

*“I have ordered catalogs and equipment from the vendors in the magazine. I would not have known about some of the companies if it wasn’t for **techdirections.**”*

James McWilliams, Dept. Chair, Osbourn Park High School

## Direct Mail

Buy **techdirections**' high-quality subscriber list of over 16,000 technology, career/technical, and applied science educators.

You can directly target your audience by subject, title, level, or geographic location to maximize your direct mail effort. Our mail list is updated daily to ensure the best possible results.

Choose from the following to build a list specifically targeted to your needs:

### Subject Area

Aeronautics/Aviation	Careers/Technical (includes Vo-Ed, School-to-Work)	Engineering/Pre-Engineering Forge/Foundry	Robotics
Agricultural Tech		History of Technology	Safety
Appliance Repair	CNC/CAM/CIM/FMS	Hydraulics/Pneumatics	Science/Applied Science
Applied Math/English	Communications (includes Graphic Arts, Telecommunications)	Information Technology	Small Engines
Automotive (includes Auto Body)	Computer Technology	Machine Shop	Technology Education
Building Trades/ Construction Tech (includes HVAC&R)	Counseling & Assessment	Manufacturing/Production	Tech Prep
CAD/Drafting/Design	Electricity	Metals	Transportation
	Electronics	Plastics	Welding
		Power/Energy (includes Diesel)	Woodworking

### Title

Administrators  
Department Heads  
and Chairs  
Teachers

### Level

Federal, State, and School  
District  
College/University  
Community/Jr. College  
Vocational/Technical School

Senior High School  
Junior/Senior High  
School  
Jr. High/Middle  
School

### Geographic

Mail to the entire U.S.  
or just those states or  
regions you need to  
reach.

### Prices

	Advertisers*	Non-Advertisers
Subscriber list	\$50/M	\$100/M
Each list area selection	\$10/M	\$10/M
Nth name selection	\$5/M	\$5/M
Key coding	\$5/M	\$5/M
CD/email delivery	\$15	\$15

First pre-order count free; additional counts \$25 each. Credit applied at time of order.

Pressure-sensitive labels available for an additional charge.

**10% commission to list brokers**

**Delivery Schedule.** Orders are sent within 5 business days from the date your order is received.

**Conditions of Rental.** Please send a sample mailing piece in advance and a written guarantee that the list(s) you are ordering are for one-time use only. All orders are subject to the publisher's approval.

**Credit Policy.** Right reserved to request prepayment.

\*To qualify for advertiser rates, you must have a current contract with **techdirections** magazine that schedules a minimum of five 1/4-page advertisements, or the dollar equivalent, within a 12-month contract period. Advertising contracts become non-cancellable whenever used to qualify for our advertiser rate.

# Print magazine advertising rates

**Print ads appear in the digital issue at no extra charge!**

Rate Card #62

Effective August 2010 Issue

## Black & White

	1x	3x	5x	10x
2 page spr....	\$4505	.....\$4252	.....\$3966	..... \$3597
1 page.....	2756	..... 2520	.....2362	..... 2205
2/3 page.....	2165	..... 2007	..... 1850	.....1692
1/2 island.....	1969	..... 1850	..... 1692	..... 1575
1/2 page.....	1575	..... 1456	..... 1365	.....1220
1/3 page.....	1220	..... 1141	..... 1062	.....984
1/4 page.....	984	..... 936	..... 874	.....774
1/6 page.....	728	..... 669	..... 630	.....590
1/8 page.....	571	..... 552	..... 518	.....472
1 col. inch.....	140	.....127	.....115	.....105

Net rates

**We offer the most advertising options in the field at the best prices!**

**Color** (in addition to black & white rate)

**Four-Color** (standard process colors)

2-pg. spread .....	\$1100
1 pg., 2/3 .....	800
1/2, 1/3.....	400
1/4, 1/6.....	200
1/8.....	100
1" to 3" .....	30

**Two-Color** (black plus one color)

Standard colors from process inks

Yellow, blue, magenta, red, reflex blue

1 pg., 2/3 .....	\$400
1/2, 1/3.....	200
1/4, 1/6.....	100
1/8.....	50
1" to 3" .....	13

For matched color or three-color ads, add \$75 to two-color rate. Matched color will be created from process-color inks.

## Special Positions

Earned black-and-white rate plus: Cover 4—20%, Cover 2 or 3—15%

### First-Time Advertisers

Offered only to first-time advertisers, the Trial-Size Buy introductory package provides three ad placements at a special discount rate! It's the best way to jump start your marketing campaign with **techdirections**. Call Matt, x200, or Tonya, x209, at 800-530-9673 for complete details.

### Business Reply Cards and Multiple Page Inserts

Furnish your preprinted insert or business reply card or let us print one to fit your needs. Additional inserts available at discount prices. National or regional coverage. Call Matt, x200, or Tonya, x209, for details and pricing.

# Print production data

## Ad Dimensions

	Width	Depth
2-page spread, bleed*	16-1/4"	11-1/8"
Full page, bleed*	8-1/4"	11-1/8"
Full page	7"	10"
2/3 vertical	4-7/16"	9-1/2"
2/3 horizontal	6-3/4"	6-5/16"
1/2 island	4-7/16"	7-1/8"
1/2 vertical	3-5/16"	9-1/2"
1/2 horizontal	6-3/4"	4-11/16"
1/3 square	4-7/16"	4-11/16"
1/3 vertical	2-1/8"	9-1/2"
1/3 horizontal	6-3/4"	3-1/16"
1/4 standard	3-5/16"	4-11/16"
1/4 vertical	2-1/8"	7-1/8"
1/4 horizontal	6-3/4"	2-5/16"
1/6 vertical	2-1/8"	4-11/16"
1/6 horizontal	4-7/16"	2-5/16"
1/8 vertical	2-1/8"	3-1/2"
1/8 horizontal	3-5/16"	2-5/16"
1 column inch	2-1/8"	1"

\*Pre-trim size. Keep live matter 3/8" away from trim lines. Final trim size is 8" x 10-7/8".

## Electronic File Requirements

We want your ads in **techdirections** to look their best. Please provide:

- eps, tif, or pdf file.
- Color images must be CMYK. File changes will be charged at \$100/hour.
- Submit all materials to [tonya@techdirections.com](mailto:tonya@techdirections.com).

### Policies

Rates based on total number of insertions scheduled within a 12-month, 10-issue period. • Short-rates issued if frequency requirements of contract not met. • Payment terms: net 30 days. No cash discounts. • Cancellations not accepted after the issue's closing date. • Publisher reserves the right to hold advertiser and/or agency jointly and severally liable for money due and payable to the publisher. • Advertising simulating editorial content must be clearly marked "advertisement." • Publisher reserves the right to reject any advertisement.

# techdirections

PO Box 8623, Ann Arbor, MI 48107-8623  
734-975-2800 • 800-530-9673 • Fax 734-975-2787

### Advertising Sales Reps:

**Matthew D. Knope**, x200; [matt@techdirections.com](mailto:matt@techdirections.com)

**Tonya L. White**, x209; [tonya@techdirections.com](mailto:tonya@techdirections.com)

### Alden Sales:

**Richard J. Alden**, 603-899-3010; Fax 603-899-2343; [RJAlden@aol.com](mailto:RJAlden@aol.com)

**David A. Yetman**, 603-878-4705; Fax 603-899-2343; [seegull@nhvt.net](mailto:seegull@nhvt.net)

**Managing Editor: Susanne Peckham**, x206; [susanne@techdirections.com](mailto:susanne@techdirections.com)

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PO Box 8623, Ann Arbor, MI 48107-8623

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