



The magazine
for technology,
career-technical,
and pre-engineering
educators.

The magazine
for you.



techdirections

linking education to careers

2012 MEDIA PLANNER



The magazine for technology, career-technical, and pre-engineering educators

Spend your advertising budget wisely!

Today's world offers a wide variety of ways to reach buyers. Print ads or digital? Email or direct mail? The options can be confusing. We know that everyone's advertising needs are different. Let us help you sort through all the options and put together a package that best suits your needs.



Check out all the ways we offer to reach buyers:

▶ Print magazine.....	3, 6-7
▶ Pull-out Product Guide	4-5
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Advertise with the magazine that readers look forward to, read, use, share, and save because of its value.

“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.”

Steve Walker, Technology Teacher, Marcellus Senior 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

Who we are

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 pre-engineering education from middle school through postsecondary levels. No other magazine covers the field like we do. See below for a detailed list of the subjects we cover.

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, and special features on media, equipment, and supplies.



Subjects covered

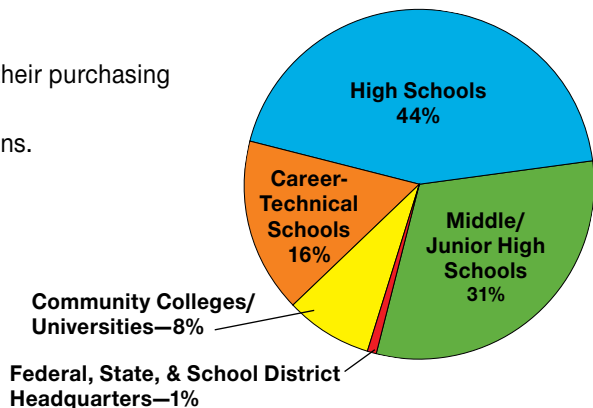
Aeronautics/Aviation	Careers/Technical (includes Vo-Ed, School-to-Work)	Engineering/Pre-Engineering	Power/Energy (includes Diesel)
Agricultural Tech	CNC/CAM/CIM/FMS	Forge/Foundry	Robotics
Appliance Repair	Communications (includes Graphic Arts, Telecommunications)	Green Technology	Safety
Applied Math/English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

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.



New! STEM and CTE pull-out Product Guides!

A recent survey of our readers indicates that they have a critical need for product purchasing information in both fall and spring. To address this need, we have introduced two new product guides.

The new **Spring** and **Fall Product Guides** offer a unique opportunity for advertisers to display multiple products in special pull-out sections of the April and October issues of **techdirections**. These guides give teachers and administrators a one-stop shopping source for the best products available. To see the October 2011 Fall Product Guide, visit www.techdirections.com/TD_FallProductGuide.pdf

Listings are available in 5 sizes and can appear in over 70 categories. Each listing can include a photo; 1/2-page and 1/3-page listings can also include a logo. Discounts will be available for multiple listings—the more listings you buy, the lower the price for each listing. For best results, list your products in all the appropriate categories.

Additional distribution—The **Spring Product**

Monthly Advertising Features

January

Annual Media Review—Special section dedicated to showcasing your software, videos, textbooks & workbooks, technical manuals, curriculum, and multimedia products. Discounts for multiple listings.

February

Special Issue—STEM Education New! STEM Resources—A special guide featuring new and exciting products for STEM education. Free listing when you place a 1/6 page or larger ad in the February issue. Discounts for multiple listings.

March

ITEEA Show Preview—bonus show distribution
Spring Spotlight—Highlight your new products in this special section just as teachers begin to prepare their purchase orders for the next school year.

April

New Spring STEM & CTE Product Guide—Special pull-out section of products for all areas. In addition to your listing in the magazine, you will receive bonus distribution at 16 shows, including the American Technical Education Association, Skills USA, and High Schools That Work. It's a great way to make sure your products can be seen at these important shows, even if you can't be there. Plus, we offer reduced rates for multiple listings. For more information, please see above. Also runs in October. Save even more by running in both!

May

Teacher Training Directory—Be part of our annual Teacher Training Directory. A great cost-effective way to promote your seminars, workshops, and online training programs, the listing includes a 50-word description and contact information for only \$99! This is a terrific way for our readers to stay on top of the many training programs available to them for certificate of completion, certification, or credits towards a degree!

Guide will be handed out at 16 shows—13 state or regional conferences, plus the American Technical Education Association Conference, SkillsUSA, and the High Schools That Work event. The **Fall Product Guide** will be handed out at 12 shows—10 state and regional conferences plus the Association for Career and Technical Education Annual Convention and the International Technology and Engineering Educators Association Annual Conference.

Call Matt at 800-530-9673 x302 for details. Space is limited. Reserve your space today!

Price per listing, April/October advertisers

	1	2	3	4	5	6+
1/2.....	580.....	534.....	481.....	429.....	406.....	377
1/3.....	467.....	430.....	388.....	346.....	327.....	304
1/4.....	368.....	339.....	305.....	272.....	258.....	239
1/6.....	280.....	258.....	232.....	207.....	196.....	182
1/8.....	224.....	206.....	186.....	166.....	157.....	146

Price per listing, non-advertisers

1/2.....	702.....	646.....	583.....	519.....	491.....	456
1/3.....	566.....	521.....	470.....	419.....	396.....	368
1/4.....	445.....	409.....	369.....	329.....	312.....	289
1/6.....	340.....	313.....	282.....	252.....	238.....	221
1/8.....	272.....	250.....	226.....	201.....	190.....	177

“I especially like all the advertising features—they are a fast and easy way to see the newest and greatest products. I can easily contact vendors for more information.”

Ron Nevin, Technology Education Teacher, Grantsburg High School

August

Back-to-School Issue—Be the first to be seen! **tech directions** is the only magazine in the field that publishes an August issue! We get your sales message into the schools before anyone else does!

Product Showcase is a unique opportunity to showcase your new and featured products. Free listing when you place a 1/6-page or larger ad in the August issue—a \$350 value.

October

New! Fall STEM & CTE Product Guide—Same special pull-out catalog that runs in April! This issue includes bonus distribution at 12 shows including ACTE and ITEEA. See April special feature and above for more information.

November

ACTE Show Preview—Going to the ACTE convention? Don't forget to put your booth number in your ad so our readers can find you.

Hands on Activities—Showcase your creative and interesting classroom projects that help educators teach students the skills they'll need to enter the working world.

September

Special Issue—Green Technology Resources—Finding new ways to conserve energy, our resources, and our planet has become a worldwide concern. This special section allows you to promote products that teach everything that is green!

December

New! Wind Energy Products—Highlight your products for wind energy education in this specialized directory for only \$99!

Editorial calendar and advertising features

Month	Due Dates	Feature Article Topic	
January 2012	Ad close: November 23 Copy due: November 29	Robotics	New Year Kickoff Annual Media Review — issue! Only \$350 per listing
February 2012	Ad close: December 28 Copy due: January 3	SPECIAL ISSUE: STEM Education	NEW! STEM Resources tion. Color photo and des
March 2012	Ad close: February 8 Copy due: February 14	Geothermal Heating	ITEEA Show Preview —E Spring Spotlight —Highli your listing will include a
April 2012	Ad close: March 14 Copy due: March 20	Pre-Engineering Activities	NEW! Spring STEM and all areas. Bonus distributi ciation, SkillsUSA, and Hi
May 2012	Ad close: April 11 Copy due: April 17	Summer Activities Extend Tech Learning	Teacher Training Direct programs. Listing include
August 2012	Ad close: June 27 Copy due: July 3	Engineering	Back-to-School Issue Product Showcase —Pla listings and non-advertise
September 2012	Ad close: July 25 Copy due: July 31	SPECIAL ISSUE: Green Technology	NEW! Green Technology green technology educat listing discounts.
October 2012	Ad close: August 29 Copy due: September 4	Plastics	NEW! Fall STEM and CT areas. Bonus distribution information.
November 2012	Ad close: September 26 Copy due: October 2	Transportation	ACTE Show Preview —B Hands-on Activities —Sh tendees! Color photo and
December 2012 Digital issue only	Ad close: October 24 Copy due: October 30	Wind Energy	NEW! Wind Energy Pro specialized directory for c

Calendar subject to change without notice

Here's what our readers say . . .

Monthly Advertising Features

Spotlight—Spotlight your newest books, videos, CDs, and software in this feature—includes a color photo and description.

STEM Special—Special guide on new and exciting products for STEM education—description only \$350 per listing! Multiple listing discounts.

Bonus show distribution—Highlight your products just in time for fall purchases. For only \$350, includes a 70-word description and color photo.

CTE Product Guide—Special pull-out catalog of products for featured at 16 shows including American Technical Education Association and High Schools That Work. See page 4 for more information.

Seminars—Promote your seminars, workshops, and online training—includes a 50-word description and contact information. Only \$99.

Large Ad—Place a 1/6-page or larger ad and receive a FREE listing! Additional listing cost—\$350.

Industry Resources—Special guide on new and exciting products for featured in this issue. Color photo and description only \$350 per listing! Multiple listing discounts.

ACTE Product Guide—Special pull-out catalog of products for featured at 12 shows including ACTE and ITEEA. See page 4 for more information.

Bonus show distribution—Showcase your hands-on projects to readers and convention attendees—description only \$350 per listing!

Renewable Energy—Highlight your products for wind energy education in this special issue—only \$99!

*“When I see products advertised in **techdirections**, I view them with weighted credibility, because I use **techdirections** as a source of support for teaching technology and engineering content.”*

Dave Valentine, Industrial Tech Teacher,
Bexley High School

*“**techdirections** is the one magazine that I can't wait for each and every month.”*

Tom Westerdoll, Exploring Tech/Power Tech,
Mitchell Senior High School

*“I gather information throughout the school year. I'm always looking for new ideas and **techdirections** is a great source both for project ideas and material suppliers.”*

Andrew Baitinger, Technology Teacher,
Troy High School

“Yours is the most helpful magazine I receive and the one most appropriate to the subjects I teach.”

Joe Zelanis, Industrial Arts Teacher,
Belleville High School

Digital issue advertising



Digital **techdirections:** All the content of the print issue with the advantage of built-in links!

- ▶ Print ads appear in the digital issue at no extra charge!
- ▶ Place an ad in the digital issue only for 33% of the black & white ad rate. (Not applicable to the December digital-only issue.)
- ▶ Advertiser Index button in the toolbar makes finding your company in the issue easy.
- ▶ Built-in links give customers direct access to your website.
- ▶ Easy-to-browse, fully searchable publication.

Digital issue sponsorships

- ▶ Sponsorship advertising available only for the digital issue.
- ▶ Only three sponsorship positions available each month

Call for pricing and availability.



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.

Costs: \$100/M emails sent
\$50 transmission fee
\$10 per selection

See page 3 for subjects and page 9 for a list of other selections available.

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.

Feature banner	
360 x 90 pixels	\$300.....\$200
Skyscraper	
160 x 400 pixels	\$200.....\$100
1/2 skyscraper	
160 x 200 pixels	\$150.....\$75
1/4 skyscraper	
160 x 100 pixels	\$100.....\$50
Special position	\$25 premium

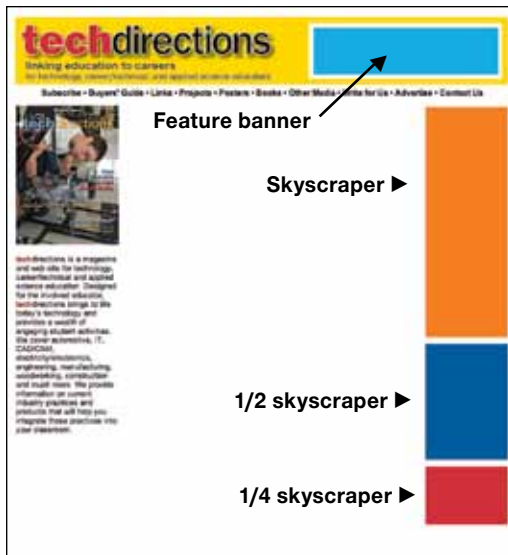
Space is limited and sold on a first-come, first-served basis.

Quantity and frequency discounts available.

Call for a quote.

Submit gif, jpg, or Flash, RGB format.

Web ads and listings are non-commissionable.



For an online visual of ad sizes, see www.techdirections.com/webadsizes.html

Direct mail

Buy **techdirections'** high-quality subscriber list of technology, career-technical, and pre-engineering 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. Call for pricing.

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

Subject Area (see list on page 3)

Title	Level	Title
Administrators	Federal, State, and School District	Senior High School
Department Heads and Chairs	College/University	Junior/Senior High School
Teachers	Community/Jr. College	Jr. High/Middle School
	Career-Technical School	

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

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, x302, for details and pricing.

We want to help you succeed!

Custom Packages

Let us design a program to meet your specific needs and budget! We can mix space advertising, web ads, digital issue sponsorships, inserts, and mail lists to maximize your marketing strategy. Let us design a custom package for you—it costs you nothing to have us build you a quote.

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 **tech directions**. Call Matt at 800-530-9673 x302 for complete details.

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

Print magazine advertising rates

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

Rate Card #64

Effective January 2012 Issue

Black & White

	1x	3x	5x	10x
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. Please call for special 2-page spread rates.

Special Positions

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

Color (in addition to black & white rate)

Four-Color (standard process colors)

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.

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 pdf, eps, or tif file.
- Send color images in CMYK format. File changes will be charged at \$100/hour.
- Submit all materials to matt@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

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