

**New
Pull-Out
Section!**

**Deadline:
March 14, 2012**

techdirections Spring Product Guide

April 2012

The One Advertising Opportunity You Don't Want to Miss!
Make sure readers can find your products, not just your competitors'!

Our readers have told us they need product purchasing information in both fall and spring. To address this need, we are introducing two new product guides.

Our new **Spring Product Guide** offers you a unique opportunity to display multiple products in a special pull-out section of the April 2012 issue of **techdirections**. The guide will give teachers and administrators a one-stop shopping source for the best products available. Sure, educators can find information on the Internet, but how many different websites do they have to go to? With the new **Spring Product Guide**, they can find what they need in one place, in a resource they can save for future reference.

- Listings are available in 5 sizes and can appear in over 70 categories.
- The more listings you buy, the lower the price for each listing.
- Each listing can include a photo; 1/2-page and 1/3-page listings can also include a logo.
- For best results, list your products in all the appropriate categories.
- See the **Fall 2011 Product Guide** at www.techdirections.com/TD_FallProductGuide.pdf

Save even more—advertise in the April issue and buy your listings for less! (See pricing on the back.)

Additional distribution—The **Spring Product Guide** will be handed out at 16 shows including the American Technical Education Association, SkillsUSA, and High Schools That Work.

Our **Fall Product Guide** will appear in the October 2012 issue. **Sign up for both spring and fall guides now and save 10%!**

Flip this page for details on how to be included. ►



techdirections Spring Product Guide

**The One Advertising
Opportunity You Don't
Want to Miss!**

Make sure readers can find your products, not just your competitors'!

1. Choose the categories that best fit your products.

2. Choose the size for each listing and write a description to fit. You can mix sizes and still get quantity discounts. For example, you could buy one 1/2-page, two 1/4-page, and two 1/8-page listings—all 5 listings would qualify for the 5-listing rate.

Listing size	Word count	Photo	Logo
1/2	215	✓	✓
1/3	150	✓	✓
1/4	100	✓	
1/6	65	✓	
1/8	40	✓	

3. Include your company name, phone and fax numbers, website, and email address.

4. Send your text files, separate photo files, and logos (for larger listings) to:

matt@techdirections.com

Please include your name for our reference.

Price per listing, April 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	3	4	5	6+
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

**Space is limited. Reserve your space today!
Deadline: March 14, 2012**

Questions? Contact Matt at 800-530-9673 x302
or email matt@techdirections.com


Categories

3-D Printers	HVAC&R
Aeronautics/Aviation	Hydraulics/Pneumatics
Agricultural Tech	Industrial Maintenance
Apparel	Information Technology
Appliance Repair	Kits
Applied Math/English	Lasers
Architectural Design	Laser Engraving
Assessment/Grading	Machining & Metalworking
Automotive/ Auto Body/Diesel/ Small Engine	Manufacturing/CIM/FMS
Biotechnology	Mechanical Technology
Books	Mechatronics
Building Trades & Construction	Mousetrap Vehicles
CAD/CAM	Multimedia Curriculum
Career Counseling & Guidance	Multimedia Equipment
Career-Technical/Vo-Ed	Optics
Classroom Equipment	Package Design
CNC	Plastics
CO2 Cars	Power Tools
Computer Technology	Product Design
Controls Training	Professional Development
Drafting/Design	Projects
Electricity & Electronics	Robotics
Energy/Power	Rockets
Engineering/ Pre-Engineering	Safety & Maintenance Equipment
Fiber Optics	Science/Applied Science
Forge & Foundry	Sign Making
Furniture	Software
Gears and Pulleys	Solar Technology
Graphic & Communications Technology	STEM
Green Technology	Tech Prep
Hand Tools	Technology Education
Hands-On Activities	Test Equipment
Heat Treating	Texts & Reference Books
	Transportation
	Welding
	Wind Tunnels
	Wind Technology
	Woodworking

Need a different category? Let us know.

techdirections Spring Product Guide

Choose the listing size to fit your needs and budget.

1/2 

Includes 215 words, photo, and logo

Price per listing, October advertisers					
1	2	3	4	5	6+
580	534	481	429	406	377
Price per listing, non-advertisers					
702	646	583	519	491	456

1/4 ▼

Includes 100 words and photo

Price per listing, October advertisers					
1	2	3	4	5	6+
368	339	305	272	258	239
Price per listing, non-advertisers					
445	409	369	329	312	289

Architectural Design

Incredibly Powerful Architectural Design Software for the Classroom

SoftPlan is the building industry's leading residential CAD software package. SoftPlan allows teachers to focus on building techniques and design without spending the entire class teaching a software program! Students will gain an edge in the classroom and on a competitive level. Quickly, easily create floor plans, elevations, cross sections, 3D renderings, material lists, and more! Suitable for middle school and high school to technical, community, and vocational colleges and beyond. Get your free demo and trial DVD today! SoftPlan offers deep discounts on all educational programs.



SoftPlan Architectural Design Software
1-800-248-0164 • Fax 615-370-1204
sales@softplan.com • www.softplan.com

CNC

Basic Manufacturing Skills: An Introduction to CNC Machining



New hands-on curriculum, Basic Manufacturing: An Introduction to CNC Machining, is now available! This self-contained curriculum was developed with over 20 years experience in CNC technology education. The easy-to-follow manual covers the basics of G-code programming, machine operation, introduction to Mastercam, and basic machining skills.

Students will learn by making real-world products they can take home and use. Activities guide students from concept through production with detailed step-by-step instructions. All tests, setup files, and project files are included, making this exciting curriculum.

The curriculum is compatible with all existing Techno servo CNC machines and MasterCAM software. Instructors are provided all project files and additional resources for teaching this curriculum.

The curriculum has a 170-page workbook that includes the history of manufacturing/CNC, G-code programming, how to use Techno's CNC interface software, introduction to Mastercam software, and an instructors' resource CD. The CD contains curriculum project files, Mastercam software files, Techno CNC G-code interface files, editable test/answer keys, and a software setup file.

Also available is an Introduction to CNC Kit, which contains 10 copies of the *Introduction to CNC Machining*, the curriculum resources CD-ROM—complete version with PDF of the *Introduction to CNC* book, instructor's resources CD-ROM, and a license to make copies and prints from the CD-ROM.



Techno, Inc. Educational CNC Routers
800-819-3366 • Fax 516-358-2576
support@technocnc.com • www.techcnc.com

More options on back ►

3D Printers

Inexpensive 3D Printer Your Students Can Build

For a truly “out-of-the-box” learning experience, witness RapManUSA: a cutting-edge, rapid manufacturing/rapid prototyping machine, delivering real-world, hands-on manufacturing industry knowledge,



that your students BUILD! Once built, just plug it in, upload your STL file from any CAD program, and print. Students can create perfect, functional printer models made of tough ABS plastic or PLA that can be sanded, milled, and even painted! Kit includes everything—tools, mechanical and electronic components, fasteners, control software, test files, and exclusive on-screen, interactive, 3D instruction manual—for less than \$1500! Students can build the machine while learning about assembly, electronics, and manufacturing processes. Featuring an X/Y/Z positioning system, the printer runs on open source software for set up and control, can print many of its own replacement parts, and operates on a 12 V power source. Explore mechatronics, motion control, and more. Ideal for incorporating STEM.



Tech Ed Concepts, Inc.
800-338-2238 • www.RapManUSA.com

Green Technology

Wind Turbine Technologies

Lab-Volt’s Wind Turbine Hub Trainers, Nacelle Trainer, and Wind Farm Simulation Software provide hands-on training in wind turbine technologies. The Nacelle and Hub trainers include state-of-the-art components and curriculum. The Wind Farm Simulation Software is software only.

Lab-Volt Systems, Inc.
732-938-2000
Fax 732-774-8573
www.labvolt.com



◀ 1/3

Includes 150 words, photo, and logo

Price per listing, October advertisers					
1	2	3	4	5	6+
467	430	388	346	327	304
Price per listing, non-advertisers					
566	521	470	419	396	368

CNC

The Golf Putter Project

intelitek’s Golf Putter Project brings together design, CNC, and quality-control skills in an engaging classroom project. Given a real-world



scenario and a set of technical specifications, students use creative problem solving to produce a solution. Following the engineering design cycle, they build and test a prototype. Delivered via LearnMate, intelitek’s e-learning platform, the project can be implemented in any STEM program.

intelitek, inc. • 800-221-2763 • www.intelitek.com

1/6 ▲

Includes 65 words and photo

Price per listing, October advertisers					
1	2	3	4	5	6+
280	258	232	207	196	182
Price per listing, non-advertisers					
340	313	282	252	238	221

◀ 1/8

Includes 40 words and photo

Price per listing, October advertisers					
1	2	3	4	5	6+
224	206	186	166	157	146
Price per listing, non-advertisers					
272	250	226	201	190	177

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