

**tech**directions  
**APRIL 2010**  
**BUYERS' GUIDE**

**Put your product information  
in the hands of thousands of  
teachers and administrators  
at the exact time they are  
choosing and ordering  
products for the next  
semester!**



**Online  
Buyers' Guide  
now available.  
See *next*  
*page!***

**Reach the most comprehensive list  
of technology, career/technical,  
and applied science educators.**

**Experience lasting value—  
educators refer to this resource  
throughout the year!**

# techdirections

## APRIL 2010 BUYERS' GUIDE

### GET A FREE BASIC LISTING JUST FOR RESPONDING!

- **Stand out over your competition**—add color, bold type, your logo, and/or a company description!
- **Reach more buyers** by placing your listing in every category that applies!
- **Maximize your sales potential**—Place an ad in the issue that teachers save for product reference! Advertisers get their company name in boldface **FREE** on all listings along with a cross-reference to their ad.

**Online Buyers' Guide**  
Only \$50 with your print listing purchase.

*Add your entire print listing to our online guide. Print listing purchase required.*

Fill out this form and return it by **March 3, 2010**. Mail to **techdirections**, April Buyers' Guide • PO Box 8623 • Ann Arbor, MI 48107-8623 or fax to 734-975-2787, attention: Tonya.

Company name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Web \_\_\_\_\_  
 Email \_\_\_\_\_  
 Contact Name \_\_\_\_\_

One basic listing .....	FREE	Company/product desc.	
Add'l basic listing .....	\$20	(50 words or less) .....	\$20
Bold header .....	\$10	Logo (4c) .....	\$50
Bold & color header .....	\$15	<b>Online Buyers' Guide ...</b>	<b>\$50</b>
		<small>with purchase of at least one of the above enhancements</small>	

Select your one free basic listing category number \_\_\_\_\_

List additional category numbers here:


Check enclosed     Bill me

Add'l basic listings @ \$20 each \_\_\_\_\_ x \$20 = \_\_\_\_\_  
 Bold headers @ \$10 each \_\_\_\_\_ x \$10 = \_\_\_\_\_  
 Bold & color headers @ \$15 each \_\_\_\_\_ x \$15 = \_\_\_\_\_  
 Descriptions @ \$20 each \_\_\_\_\_ x \$20 = \_\_\_\_\_  
 Logos @ \$50 each \_\_\_\_\_ x \$50 = \_\_\_\_\_  
 Online Buyers Guide @ \$50 \_\_\_\_\_ \$50 = \_\_\_\_\_

Total enclosed: \_\_\_\_\_

Please have a sales rep contact me about advertising in **techdirections**.

### CHOOSE FROM THESE CATEGORIES:

- |                                             |                                        |
|---------------------------------------------|----------------------------------------|
| 01 Aeronautics/Aviation                     | 20 Graphic & Communications Technology |
| 02 Agricultural Tech                        | 21 Hand Tools                          |
| 03 Appliance Repair                         | 22 Hydraulics/Pneumatics               |
| 04 Applied Math/English                     | 23 Information Technology              |
| 05 Assessment/Grading                       | 24 Manufacturing/CIM/FMS               |
| 06 Automotive/Auto Body/Small Engine/Diesel | 25 Multimedia Curriculum               |
| 07 Biotechnology                            | 26 Multimedia Equipment                |
| 08 Books                                    | 27 Optics                              |
| 09 Building Trades & Construction/HVAC&R    | 28 Plastics                            |
| 10 CAD/Drafting/Design                      | 29 Power Tools                         |
| 11 Career Counseling & Guidance             | 30 Pre-Engineering/Engineering         |
| 12 Career/Technical/Vo-Ed                   | 31 Professional Development            |
| 13 Classroom Equipment                      | 32 Robotics                            |
| 14 CNC/CAM/Machining & Metalworking         | 33 Safety & Maintenance Equip.         |
| 15 Computer Technology                      | 34 Science/Applied Science             |
| 16 Electricity & Electronics                | 35 STEM                                |
| 17 Energy/Power                             | 36 Tech Prep                           |
| 18 Forge & Foundry                          | 37 Technology Education                |
| 19 Furniture                                | 38 Transportation                      |
|                                             | 39 Welding                             |
|                                             | 40 Woodworking                         |
|                                             | 41 Miscellaneous                       |

Sample

**intelitek** ▶▶

Logo

**intelitek, Inc.**

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 www.intelitek.com; sales@intelitek.com

intelitek provides solutions for STEM programs in engineering, manufacturing, robotics, civil engineering, maintenance, advanced manufacturing, and computer integrated manufacturing. Leveraged by the LearnMate classroom management system, superior hardware, interactive content, 3-D simulations, and real-world projects, programs engage students in the latest in hybrid learning programs! See our ad on page 23.

Bold Color Header

Basic Listing

Company/Product Description

Ad Reference

**Questions? Call Tonya at 800-530-9673 x209 or e-mail [tonya@techdirections.com](mailto:tonya@techdirections.com)**