

techdirections

The magazine for career-technical
and STEM educators

2017-18 Media Planner



Don't Miss:
Special Focus Issues
for Building Trades
and Automotive—See page 6

Professional Development
Feature and Issue Focus
—See page 7

techdirections

linking education
to careers

The magazine for career-technical and STEM educators

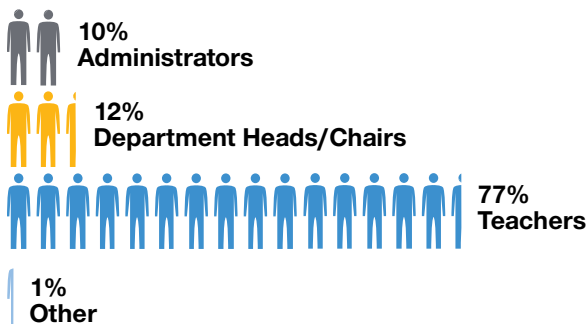
For over 75 years, **techdirections** has helped teachers prepare students for advanced training and employment in technical and engineering careers. Teachers rely on **techdirections** for information they can use in their classrooms.

Our readers are teachers, department heads, and administrators in career-technical and STEM education. **No other magazine covers the field like we do.**

techdirections features articles that help teachers develop critical thinking, problem-solving skills, and knowledge of technology concepts in their students. Also included are teaching trends and methods, professional development, successful programs, and special features on media, equipment, and supplies.



About our readers



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

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

Based on a recent survey.

Cover photo courtesy ESAB Welding and Cutting

2 • **techdirections** • Contact Matt, 800-530-9673 x302

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

- Editorial calendar 4-5
- NEW Pull-Out Focused Issues—Building Trades and Automotive 6-7
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Subjects our readers teach

3D Printing	CAD/Drafting/Design	Green Technology	Robotics
Aeronautics/Aviation	Career-Technical/Vo-Ed/ School-to-Work	Hydraulics/Pneumatics	Safety
Agricultural Tech	CNC/CAM/CIM/FMS	Information Technology	Science/Applied Science
Appliance Repair	Communications	Machine Shop	Small Engines
Applied Math/English	Computer Technology	Manufacturing/ Production	STEM
Automotive/Auto Body	Electricity	Mechatronics	Technology Education
Biotechnology	Electronics	Metals	Tech Prep
Building Trades/ Construction Tech/ HVAC&R	Engineering/Pre-Engineering	Plastics	Transportation
	Forge/Foundry	Power/Energy/Diesel	Welding
			Woodworking

Advertise with the magazine that readers look forward to, read, use, share, and save because of its value.

*"I have always used the vendors and advertisers in **techdirections** as resources."*

Julia Best, Teacher
Southampton High School

Also inside:

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Editorial calendar

September 2017

Ad close: Aug. 3 • Ad materials due: Aug. 9

Editorial Feature: 3D Printing

Advertising Features: Back-to-School Issue Product Spotlight—Showcase your classroom products that help students learn the skills they'll need to enter the working world. \$350. Details on page 10.

December 2017

Ad close: Nov. 2 • Ad materials due: Nov. 8

Editorial Feature: NEW! Professional Development Issue—Packed with techniques to help teachers teach. See page 7.

Advertising Feature: Supplier Directory—Basic listings are free; add a logo and product line description for only \$49 each. Details on page 10. Digital issue only

October 2017

Ad close: Sept. 7 • Ad materials due: Sept. 13

Editorial Feature: Electricity/Electronics

Advertising Features: ACTE Show Preview, Fall CTE and STEM Product Guide—Special pull-out section—a one-stop shopping source for the best products available. See more on page 8.

January 2018

Ad close: Nov. 30 • Ad materials due: Dec. 6

Editorial Feature: CAD/CAM/CNC

Advertising Features: New Year Kickoff, Product Spotlight—Showcase your classroom products that help students learn the skills they'll need to enter the working world. \$350. Details on page 10.

November 2017

Ad close: Oct. 5 • Ad materials due: Oct. 11

Editorial Feature: NEW! Building Trades Focused Pull-Out Issue—5,000 additional copies mailed. See page 6 for details.

Advertising Feature: Product Spotlight—Showcase your products that help students learn job skills. \$350. Details on page 10.

February 2018

Ad close: Jan. 4 • Ad materials due: Jan. 10

Editorial Feature: Welding/Metalworking

Advertising Features: ITEEA Show Preview, Product Spotlight—Showcase your classroom products that help students learn the skills they'll need to enter the working world. \$350. Details on page 10.

Calendar subject to change without notice

Call for articles

March 2018

Ad close: Feb. 1 • Ad materials due: Feb. 7

Editorial Feature: NEW! Automotive

Focused Pull-Out Issue—5,000 additional copies mailed. See page 6 for details.

Advertising Feature: Teacher Training

Directory—Promote your seminars and workshops. \$99. Details on page 10.

April 2018

Ad close: Mar. 1 • Ad materials due: Mar. 7

Editorial Feature: Safety

Advertising Feature: Spring CTE and STEM

Product Guide—Special pull-out section—a one-stop shopping source for the best products available. See more on page 8.

May 2018

Ad close: Apr. 5 • Ad materials due: Apr. 11

Editorial Feature: Small Engines and Ag Tech

Advertising Features: NEW! Fundraising

Resource Guide—Show educators how your company can help them raise needed funds. Contact Matt for details.

Product Spotlight—Showcase your products that help students learn. \$350. See page 10.

techdirections magazine welcomes article submissions from businesses. In particular, we invite articles about successful programs or students that use your products. Products can be mentioned, but should not be the focus of the article, and articles should have an educational slant. See page 16 for details.

"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

*"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

New! **tech**directions Focused Issues

Twice a year, March and November, **techdirections** has a special 16-page pull-out Focused Issue in addition to the regular issue. The March issue will feature Automotive and November will be our Building Trades issue. Each issue will contain industry-specific articles and will cover teaching methods, best practices, and career education opportunities.

As an added bonus, each of these special issues will be mailed to an additional 5,000 department heads and teachers at the high school and postsecondary levels in the automotive field in addition to the **techdirections** quality subscriber list.

Advertise in these special issues and get bonus coverage of the field at no extra cost.

**Bonus
Readership—
Advertise in
November & March
and reach an
additional 5,000
readers at no
additional cost!**



November 2017 Special Focus: Building Trades

- 5,000 additional copies sent to Building Trades teachers and department heads
- Additional 16-page pull-out section containing a focused collection of articles for Building Trades instructors
- Limited advertising space available

**Interested in supplying an article for one of these special issues?
Contact Vanessa, vanessa@techdirections.com or call 800-530-9673 x306.
See page 16 for more information.**

**To advertise, contact Matt,
matt@techdirections.com, 800-530-9673 x302.**

Professional Development features



March 2018 Special Focus: Automotive

- 5,000 additional copies sent to Automotive teachers and department heads
- Additional 16-page pull-out section containing a focused collection of articles for Automotive instructors
- Limited advertising space available

*"Many times I hear of a product for the first time in **techdirections**. This can influence what I purchase for a program."*

Genna Suraci, Principal
Ulster Career & Technical Center

Bonus Readership—The December issue will be emailed to an additional 5,000 heads of community colleges and career-technical schools!

CTE and STEM Pull-out Product Guides

A recent survey of our readers indicated that they have a critical need for product purchasing information in both spring and fall. To address this need, we offer two special Product Guides.

The **Fall** and **Spring Product Guides** offer a unique opportunity for advertisers to display multiple products in special pull-out sections of the October and April issues of **techdirections**. These guides give teachers and administrators a one-stop shopping source for the best products available. To see the April 2017 Fall Product Guide, visit www.techdirections.com/TD_ProductGuide.pdf



Listings are available in five sizes and can appear in over 70 categories. To see the list of categories, visit www.techdirections.com/guidecategories.html. Each listing can include a photo; 1/2-page and 1/3-page listings can also include a logo. Discounts are available for multiple listings—the more listings you buy, the lower the price for each listing. For best results, list your products in more than one category.

Additional distribution—The **Product Guides** will be handed out at regional and national conferences throughout the year.



Discounts for multiple listings. Even better discounts for advertisers.

Save even more by advertising in both issues!

Sample 1/3 pg. listing (shown reduced)

3D Printing
Designing and Prototyping Package



Creating prototype components and other parts through 3D printing is fast becoming a normal part of the engineering process. With this package, you can easily prepare students for the realities of the workplace. The package includes an Afinia H-Series 3D Printer, which boasts an out-of-the-box printing experience, along with 3D software for PC and Mac. The printer operation is simple: the ABS filament winds off a spool and through an extruder head at 260° C. Then, the machine creates a 3D object up to 5" x 5" x 5" from a design file. At just 11 pounds, the printer has a footprint of approximately 9.65" x 10.25" x 13.75" (245 x 260 x 350 mm). For more information please visit www.pitsco.com for additional 3D printing products.

Pitsco Education
 800-835-0686
www.pitsco.com



Price per listing, April/October advertisers

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

Price per listing, non-advertisers

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

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

Additional advertising features

September, November, January,
February, March, and May

Product Spotlight—

Introduce your new products and remind readers of your best. Showcase your classroom projects that help students learn the skills they'll need to enter the working world. \$350 for 70-word description and photo. Additional listings—\$200.

Sample
Product Spotlight ►




Teach Electrical Troubleshooting
Go from boredom to fun. Students learn troubleshooting and meter use in a game-like environment. No dangerous voltages or burned-out parts. Use your current textbooks and curriculum. Activities provide immediate feedback and grading. Scores can be printed or stored on disks. Learning activities are constructed using random variables to assure varied experiences. Go to our website for a free trial.

ETCAL Products
800-308-0154 • Fax: 901-861-0233
info@etcal.com • www.etcal.com

(shown reduced)

March

Teacher Training Directory—A cost-effective way to promote your seminars, workshops, and online training programs. Each 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! Add your logo for \$49. Add an email ride-along announcement for only \$99.




Ball State's Online Master's in Career and Technical Education
Ball State University's online master of arts in career and technical education is ideal for high school and college educators or business and industry professionals. You get the option of seven different tracks, including one you can customize. Competitively priced, the MA is 30 credit hours and the thesis is optional.
Ball State University
www.bsu.edu/online/cte

Sample Teacher Training Directory
listing (shown reduced)

December

Supplier Directory—

Directory of suppliers will also be posted on the **techdirections** website for the entire 2017 calendar year. The best part is, it's FREE! Add a logo for \$49; include up to 100 words describing your product line for \$49. Email matt@techdirections.com for more information or visit www.techdirections.com/ TD_Supplier_Directory.pdf



Hobart Institute of Welding Technology
400 Trade Square East
Troy, OH 45373
800-332-9448; Fax 937-332-9550
www.welding.org
hiwt@welding.org
Books, Career/Technical/Vo-Ed, Welding
Complete training programs including DVDs, instructor guides, and student workbooks. Designed with input from welding instructors, video modules present core information and model proper technique so that students can work through the videos and practice sessions independently with the aid of their workbooks and coaching from their instructor. Visit our website to see a complete line of offerings.

Sample Supplier
Directory listing
(shown reduced)

Monthly Marketplace

On a limited budget? The **techdirections Monthly Marketplace** is an affordable way to keep your products in the minds of our readers all year long. The **Marketplace** appears at the back of each issue, with ad sizes ranging from 1" to 3" tall. It's an inexpensive way to reach readers; you can even add color for as little as \$13. See pricing below.

3" ▶	
1x.....	\$415
3x.....	\$378
5x.....	\$341
9x.....	\$309
Add 1 color ...	\$13
Add 4-color ...	\$30

2-1/2" (not pictured)	
1x.....	\$352
3x.....	\$329
5x.....	\$301
9x.....	\$276
Add 1 color ...	\$13
Add 4-color ...	\$30

LUCIFER FURNACES



Economy Red Devil Series

- Low Cost, Top Quality
- Easy to Operate
- Harden, Draw & Anneal
- Temps to 2200° F
- Ideal for Schools, R&D

(800) 378-0095
www.luciferfurnaces.com

4-color ad

Electronics Software

For Windows 7/Windows 8

- ▶ Topics from Ohm's law to Op Amps
 - ▶ Works with any textbook or curriculum
 - ▶ Teaches digital meter use
 - ▶ Scores are printed or stored

Free Trials at Website!
ETCAI Products
800-308-0154

www.etcai.com info@etcai.com

◀ 2"	
1x.....	\$285
3x.....	\$263
5x.....	\$241
9x.....	\$219
Add 1 color ...	\$13
Add 4-color ...	\$30

1 color added

3 Bucks Technology

Sales Supply

KELVIN.com

Tell advertisers you saw their ad in **techdirections**. They make your subscription possible!

monthly marketplace

Make Small Machines Better

High School Electronics Labs

ALL ELECTRONICS

1-1/2" (not pictured)	
1x.....	\$209
3x.....	\$191
5x.....	\$173
9x.....	\$158
Add 1 color ...	\$13
Add 4-color ...	\$30

www.KELVIN.com

Gears, Motors, Pulleys, Balsa, Kits, Fiber Optics, Laser, Robotics, Modular Labs, Tools, Software, Rockets, CO2, Cars, Rube Goldberg, Design It! Projects, Electronics, Curriculum and More!

1" ▲	
1x.....	\$148
3x.....	\$137
5x.....	\$126
9x.....	\$115
Add 1 color ...	\$13
Add 4-color ...	\$30

Digital issue

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.)
- **NEW!** Digital issue ads can include embedded video!
- Advertiser index button in the toolbar makes finding your company's ad 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.

\$250 per issue; 2.125" × 7.125"

Email opportunities

Email Campaign

Send your email campaign to our subscribers! We'll send your message to our list of 100% opt-in subscribers, readers who have asked to hear from us and open the email messages we send them! (We promised our subscribers not to share their personal information, so we can't sell you our list.)

For just \$499, you can reach our opt-in email list of over 5,000 subscribers, or you can reach our entire list of 15,000 educators for just \$300 more! We also offer a reminder/follow-up to your original email (must be sent within 20 days of original) for just \$299.

We recommend that your email campaign is HTML, although we will also accept plain text. All files must be submitted as a zip file. We suggest keeping the message to three brief paragraphs with only a few embedded links to yield the best results. (Message must be pre-approved by our staff.)

Email Sponsorship

Want to get a message to our readers, but don't need a whole email? Sponsor our monthly **digital techdirections** newsletter! Sponsorship can be in the form of an ad (800 pixels by 150 pixels), or a 100-word message, which will be delivered to our over 15,000 readers for only \$399.

"The electronic magazine is incredible. All magazines should be that much fun."

Sandra Krebsbach, Executive Director, American Technical Education Association

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/webadsize.html

Direct mail

Buy **techdirections'** high-quality subscriber list of career-technical and STEM educators.

You can directly target your audience by subject, title, level, or geographic location to maximize your direct mail efforts. Our mail list is updated daily to ensure the best possible results. Call 800-530-9673 x306 for pricing.

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

Subject Area (see list on page 3)

Title

Administrators
Department Heads
and Chairs
Teachers

Level

Federal, State, and
School District
College/University
Community/Jr. College
Career-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.

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, 800-530-9673 x302, for details and pricing.

Print magazine advertising rates

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

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

Rate Card #68

Effective January 2017 Issue

Black & White

	1x	3x	5x	9x
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

Monthly Marketplace

3"	\$415.....	\$378	\$341	\$309
2-1/2"	\$352.....	\$329	\$301	\$276
2"	\$285.....	\$263	\$241	\$219
1-1/2"	\$209.....	\$191	\$173	\$158
1"	\$140.....	\$127	\$115	\$105

Net rates. Please call for special 2-page spread rates.

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.

Special Positions

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

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

Roy Slater, Technology Teacher, Somers High School

Print production data

Ad Dimensions

	Width	Depth
2-page spread, bleed*	16.250"	11.125"
Full page, bleed*	8.250"	11.125"
Full page	7"	10"
2/3 vertical	4.435"	9.500"
2/3 horizontal	6.750"	6.310"
1/2 island	4.435"	7.125"
1/2 vertical	3.310"	9.500"
1/2 horizontal	6.750"	4.685"
1/3 square	4.435"	4.685"
1/3 vertical	2.125"	9.500"
1/3 horizontal	6.750"	3.060"
1/4 standard	3.250"	4.685"
1/4 vertical	2.125"	7.125"
1/4 horizontal	6.750"	2.310"
1/6 vertical	2.125"	4.685"
1/6 horizontal	4.435"	2.310"
1/8 vertical	2.125"	3.500"
1/8 horizontal	3.310"	2.310"
Marketplace ads	2.125"	1"-3"

*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, 9-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.

We want to help you succeed!

Mixed Media Packages

Let us design a program to meet your specific needs and budget! We can mix space advertising, web ads, digital issue and email 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 **techdirections**. Call Matt at 800-530-9673 x302 for complete details.

techdirections

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

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matt@techdirections.com

Managing Editor: **Vanessa Revelli**, x306;
vanessa@techdirections.com

matt@techdirections.com • **techdirections** • 15

Call for articles

Share your success stories!

techdirections magazine welcomes article submissions from businesses. In particular, we invite articles about successful programs or students that use your products. Products can be mentioned, but should not be the focus of the article, and articles should have an educational slant.

If you advertise in the same issue your article runs you will receive a 25% discount off your ad in that issue. Articles from advertisers will be given priority, however you do not have to be an advertiser to submit an article.

Submission of an article does not guarantee that it will run.

Please call or email me if you would like to run any potential article ideas by me before you start writing.

For more information and guidelines, please visit www.techdirections.com/guidelines.html or contact me at vanessa@techdirections.com or 800-530-9673 x306.

Vanessa Revelli, Managing Editor
techdirections magazine



Featured subjects for the 2017-18 publishing year:

3D Printing, Electricity/Electronics, Building Trades, Professional Development, CAD/CAM/CNC, Welding/Metalworking, Automotive, Safety, and Small Engines & Ag Tech, however we gladly accept submissions in all subject areas we cover. For a complete list of subjects covered, see page 3.