



techdirections Fall Product Guide

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

The best way to reach Career-Technical and STEM Educators

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

The **Fall Product Guide** offers you a unique opportunity to display multiple products in a special pull-out section of the October 2016 issue of **techdirections**.

- 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.
- For best results, list your products in more than one category.

Who does it reach?

techdirections reaches teachers, department heads, and administrators in STEM and career-technical education from middle school through postsecondary levels. The **Product Guide** issue will also be handed out at select shows throughout the year.

How can I get more for my money?

- Special rates for advertisers.
- Discounts for multiple listings.
- Sign up for both **Fall** and **Spring Product Guides** and **save 10%**!

How do I sign up?

1. Choose a category for each product listing from the list below.
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.
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.

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

Publisher reserves the right to edit listings that exceed allotted word count.

Space is limited. Reserve your space today! Deadline: Sept. 7, 2017

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

To see samples, check out the **Spring 2017 Product Guide** at www.techdirections.com/TD_ProductGuide.pdf

Price per listing, October advertisers						
Listing size	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						
Listing size	1	2	3	4	5	6+
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

Most Popular Categories

3-D Printers
 Aeronautics/Aviation
 Applied Math/English
 Applied Science
 Architectural Design
 Automotive/Auto Body/Diesel/ Small Engine
 Biotechnology
 Books
 Building Trades & Construction
 CAD/CAM
 Career Counseling & Guidance
 Career-Technical/Vo-Ed

Classroom Equipment
 CNC
 CO2 Cars
 Computer Technology
 Controls Training
 Drafting/Design
 Electricity & Electronics
 Energy/Power
 Engineering/Pre-Engineering
 Graphic & Communications Technology
 Green Technology
 Hands-On Activities

Heat Treating
 HVAC&R
 Hydraulics/Pneumatics
 Industrial Maintenance
 Information Technology
 Laser Engraving
 Machining & Metalworking
 Manufacturing/CIM/FMS
 Mechatronics
 Plastics
 Projects
 Robotics

Rockets
 Safety & Maintenance Equipment
 Sign Making
 Solar Technology
 STEM
 Technology Education
 Test Equipment
 Welding
 Wind Tunnels
 Wind Technology
 Woodworking

For more category options, visit www.techdirections.com/guidecategories.html