

Spring Product Guide

The best way to reach
Career-Technical and STEM Educators
Don't Miss Out!



What is it?

The **Spring Product Guide** offers you a unique opportunity to display multiple products in a special pull-out section of the April 2018 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.

Who does it reach?

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

How can I get more for my money?

- Special rates for April advertisers.
- Discounts for multiple listings.
- Sign up for both **Spring** and **Fall 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: March 8, 2018
 Questions? Contact Matt at 800-530-9673 x302 or email matt@techdirections.com

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

| Price per listing, April 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 | 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