

2024-25 MEDIA KIT

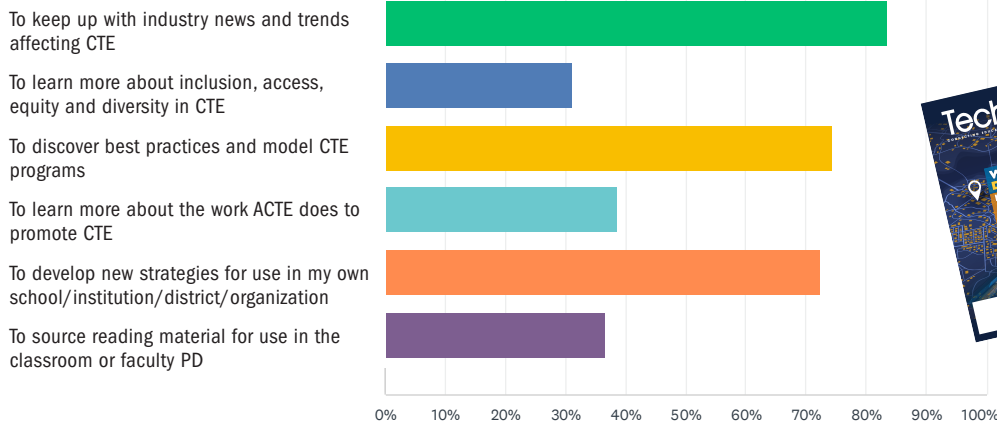
ACTE ADVERTISING OPPORTUNITIES INCLUDE:

- **Print magazine**
- **Digital advertising**
- **Sponsored content, including advertorials, infographics, webinars and more**
- **Email marketing**
- **Social media**
- **CareerTech VISION**

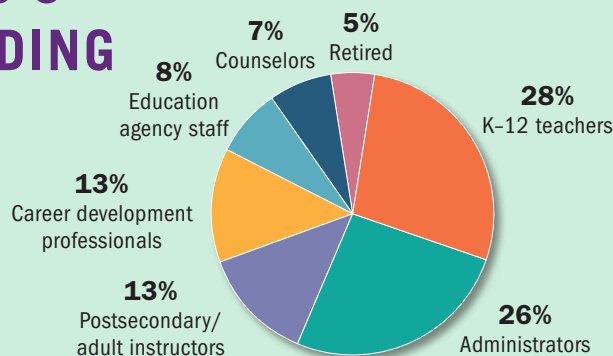
ACTE is dedicated to serving the entire career and technical education (CTE) community. We provide leadership in developing an educated, prepared and competitive workforce.

ACTE's members — teachers, counselors, middle and high school administrators, postsecondary and technical educators — are involved in planning and conducting CTE programs that prepare millions of learners entering or re-entering the job market.

READ TECHNIQUES



WHO'S READING



TECHNIQUES: CONNECTING EDUCATION & CAREERS

Techniques tells the story of CTE.

In print and online, readers discover innovative classroom management strategies; they may grow in their understanding of inclusion, access, equity and diversity; but most of all, we want them to feel a sense of community here.

Featured content emphasizes the importance of strong leadership and a commitment to engage in continuous learning. Writers cover the latest in new technologies, educator well-being, professional development and more.

Techniques provides CTE decision-makers with the analysis and objective reporting they need to remain informed. And a place for savvy advertisers to target their niche markets.

EDITORIAL

Lia Milgram

703-683-9339

lmilgram@acteononline.org

ADVERTISING

Lindsay Skender

202-765-1690

advertisingsales@acteononline.org

PRINT RATES AND SPECS



TECHNIQUES RATES

Ad Size	Rate (1x)	Rate (2x)	Rate (4x)	Rate (8x)
Full Page	\$3,750	\$3,563	\$3,375	\$3,000
2/3 Page	\$3,000	\$2,850	\$2,700	\$2,400
1/2 Page Island	\$2,750	\$2,613	\$2,475	\$2,200
1/2 Page Horizontal	\$2,250	\$2,138	\$2,025	\$1,800
1/3 Page Vertical or Square	\$1,800	\$1,710	\$1,620	\$1,440
1/6 Page/Marketplace	\$1,250	\$1,188	\$1,125	\$1,000
Spread	\$6,000	\$5,700	\$5,400	\$4,800
Cover 2*	\$3,500	\$3,325	\$3,150	\$2,800
Cover 3*	\$3,700	\$3,515	\$3,330	\$2,960
Cover 4*	\$5,300	\$5,035	\$4,770	\$4,240

*Premium position based on availability

File format: Finished ads should be in PDF.

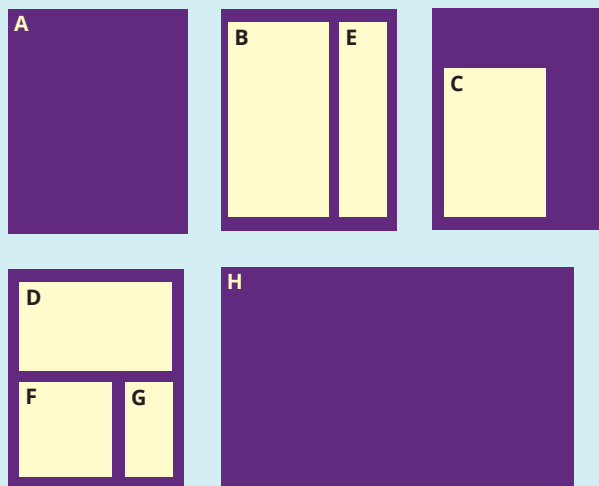
Resolution: Images should have a resolution of at least 300 dots per inch (dpi).

Color: Ads should be in CMYK color space.

Material submission:
<https://cl.gy/ccXdI>

Ad Sizes	Width (in inches)	Height (in inches)
A Full Page (Add .125 inch bleed on all sides)	8.375	10.875
B 2/3 Page	4.75	9.5
C 1/2 Page Island	4.75	7.25
D 1/2 Page Horizontal	7.5	4.5
E 1/3 Page Vertical	2.25	9.5
F 1/3 Page Square	4.75	4.75
G 1/6 Page/Marketplace	2.25	4.5
H Spread (Add .125 inch bleed on all sides)	16.75	10.875

MECHANICAL REQUIREMENTS



TECHNIQUES ISSUE DATES

acteonline.org/techniques

September 2024

VISION on the River Walk

Ad Commitment:
July 12

Ad Materials:
July 19

October 2024

The Instructional Issue

Ad Commitment:
Aug. 9

Ad Materials:
Aug. 16

November/ December 2024

AI in CTE

Ad Commitment:
Sept. 6

Ad Materials:
Sept. 13

January 2025

Celebrating a Century in Print

Ad Commitment:
Nov. 6

Ad Materials:
Nov. 13

February 2025

On Community (feat. Apprenticeships)

Ad Commitment:
Dec. 6

Ad Materials:
Dec. 13

March 2025

Supporting Students with Disabilities

Ad Commitment:
Jan. 10

Ad Materials:
Jan. 17

April 2025

On Burnout

Ad Commitment:
Feb. 7

Ad Materials:
Feb. 14

May 2025

The Rate of Change

Ad Commitment:
March 7

Ad Materials:
March 14

September 2025

TBD

Ad Commitment:
July 11

Ad Materials:
July 18

October 2025

TBD

Ad Commitment:
Aug. 8

Ad Materials:
Aug. 15

November/ December 2025

TBD

Ad Commitment:
Sept. 5

Ad Materials:
Sept. 12

Select articles are featured online and in regular newsletters sent to ACTE members, staff and partners. Content published in *Techniques* online is accessible to members and non-members, too, further increasing the potential reach of your ad.

CONTACT

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MATERIAL SUBMISSION

- Submit print ad materials via Dropbox.
<https://cl.gy/ccXdI>

DIGITAL RATES AND SPECS

<i>Techniques</i> Online Top Banner Ad (728x90 pixels)	\$750
<i>Techniques</i> Online Banner Ad (728x90 pixels)	\$500
<i>Techniques</i> Newsletter Banner Ad (500x80 pixels)	\$750
ACTE News Top Banner Ad (500x80 pixels)	\$1,000
ACTE News Banner Ad (500x80 pixels)	\$750

NEWSLETTERS

ACTE News:
Sent weekly

**Techniques,
issue forward:**
Sent eight times
a year

728 pixels x 90 pixels

500 pixels x 80 pixels

File format:

Ad files should be GIF (animated graphics) or JPG (static graphics) and should include a URL.

Material submission:

<https://cl.gy/TdNjO>

CONTACT

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CONNECTING EDUCATION AND CAREERS

Today's CTE programs are key to ensuring your industry has the skilled workforce it needs to remain competitive. But educators must be made aware of your industry and related career opportunities for curricular alignment to occur. Let ACTE help you tell your story.

MORE WAYS TO ENGAGE EDUCATORS

Send us an infographic using ACTE's template, and we'll add it to our collection of CTE Working Wonders. Or create one of your own to be featured in *Techniques*, on social media and more.

Submit sponsored content. Vendors are invited to share advertorials, press releases, social media messages and/or new product announcements to appear as sponsored content across our platforms.

Meet us at ACTE's CareerTech VISION! Reserve a booth at the Expo, and network with educators and students in the Career Pavilion. We also offer a limited number of email marketing opportunities to connect with VISION attendees pre- and post-event.

Reach your target audience. Additional opportunities to engage include email marketing to the full ACTE membership or specific divisions. Or you might consider the benefits of sponsoring a webinar: gaining valuable face time with member educators, sharing and making connections.



Eblast: To the pre- and post-VISION attendee list	\$1,950
Eblast: To the full ACTE membership	\$2,500
Eblast: To a specific ACTE division	\$500
Sponsored content in <i>Techniques</i> : advertorial or infographic	\$2,000
Sponsored social media content: to be displayed on two platforms (Facebook, X, Instagram, LinkedIn)	\$900
Sponsored webinar: brief remarks at beginning, logo placement	\$1,200

acteonline.org/working-wonders/

acteonline.org/techniques

www.careertechvision.com

