

2011-2012 Media Kit



Seeing is Believing When You Advertise With ITEEA

ITEEA, the International Technology and Engineering Educators Association, is the only association whose primary mission is to serve the technology and engineering education profession and to enhance technological literacy through experiences in our schools.

If your buyers are educators of technology, design, engineering, architecture, computer science, math, or science, then read on to learn how ITEEA's targeted publications put your products and services in front of more than 40,000 buyers worldwide.



International Technology and Engineering Educators Association
1914 Association Drive, Suite 201
Reston, VA 20191-1539
www.iteea.org 703-860-2100

ITEEA Print Media:

Journals and Conference Program



General Advertising Information

Electronic file formats: High-resolution, press-optimized PDF files are preferred, with all fonts and images embedded. Files need to be colored using a 4-color build. Photos need to be CMYK (not RGB) and at least 300dpi.

Image file formats: JPG, TIF, PNG, EPS, PSD, or PDF, in CMYK or Grayscale mode – 300 dpi preferred on raster files.

Fonts: Include all screen and printer fonts (fonts need to be embedded).

Delivery: Submit files via email to mwiley@iteea.org.

Bleeds: Advertisements intended to cover the entire page (8.5 x 11 inches) must be submitted with bleed. Files must include 1/8" of bleed. Text and illustrations should be kept at least 3/8" inside all trim edges and gutter of all bleed mechanicals. Include crop marks with bleed.

Trim size: 8.5" x 11"

Inserts: Availability, rates, and specifications on request.

Commissions: 15% on space rate to agencies, provided account is paid within 30 days of invoice date.

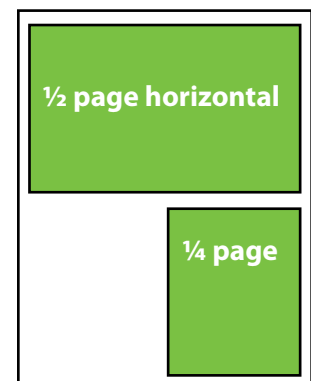
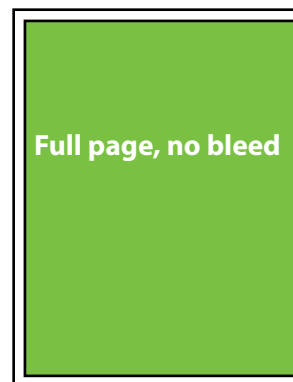
Production/bindery: Offset printed, saddle-stitched.

Printing Specifications

Page trim size:	8.5 x 11 inches
Colors Available:	B&W; 4-color

Mechanical Requirements

Ad Size	Ad Sizes in Inches		
	Width	x	Depth
Full page, bleed	8.75"	x	11.25"
Full page, no bleed	7.5"	x	10"
½ page horizontal	7.25"	x	4.625"
¼ page	3.5"	x	4.625"



ITEEA 2011-2012 Editorial Profile and Mechanical Specifications: *Technology and Engineering Teacher*



Published eight times per school year, *Technology and Engineering Teacher* is ITEEA's flagship journal. The journal is peer-reviewed and is a useful, interesting tool for technology and engineering education professionals—from elementary through high school classroom teachers as well as university students and teacher educators. Content includes reports of current trends in technology and engineering education, technology and engineering learning activities, program articles, news, calendar, etc.

Reach buyers in the continually changing and growing market of technology and engineering education products.

Audience: Technology and engineering teaching professionals and advocates, elementary, middle, and high school classroom teachers, graduate students, college faculty and administrators, department heads, state supervisors, guidance counselors, career educators, and museum educators.



Every issue includes:

- Web News
- STEM Education News and Calendar
- Classroom Challenge
- Hands-On Challenge from *Design Squad Nation*
- Resources in Technology and Engineering
- and more...

Printing Specifications

Page trim size:	8.5 x 11 inches
Colors Available:	B&W; 4-color

2011-12 Advertising Rates

	1x		4x		8x	
	Black & White	4 Color	Black & White	4 Color	Black & White	4 Color
Full Page	\$ 1,075	\$ 2,000	\$ 995	\$ 1,475	\$ 925	\$1,350
1/2 Page	\$ 825	\$ 1,250	\$ 725	\$ 1,000	\$ 700	\$ 900
1/4 Page	\$ 425	\$ 525	\$ 400	\$ 500	\$ 375	\$ 450
Covers 2 & 3 (inside covers)		\$ 2,200		\$ 1,975		\$ 1,750
Cover 4 (back cover)		\$ 2,325		\$ 2,090		\$ 1,850
Covers: Contact the advertising department for availability – mwiley@iteea.org						

ITEEA 2011-2012 Editorial Calendar: Technology and Engineering Teacher



Closing Dates and Editorial Calendar

2011-12 Issues	Planned Content	Space Reservation Deadline	Ad Material Deadline
September	<ul style="list-style-type: none"> Rich Feller's Look at STEM Careers Engaging Students in STEM Careers With Project-Based Learning – MarineTech Project 	July 10	August 1
October	<ul style="list-style-type: none"> Recruiting Women to the Field of Technology and Engineering Education The Right Time for Recruiting New Colleagues Student Views of Technology 	August 10	September 1
November	<ul style="list-style-type: none"> Liberal Arts and Technology and Engineering Education Having Fun With a 3D Projectile Stewart and Ray's Big Adventure – A Research Experience for Teachers 	September 10	October 1
December/January	<ul style="list-style-type: none"> Utilize Vacuum Forming to Make Interdisciplinary Connections Understanding and Writing G & M Code for CNC Machines ITEEA Annual Conference Preview 	October 10	November 1
February	<ul style="list-style-type: none"> Articles to be Announced ITEEA Annual Conference Exhibitors 	December 10	January 1
March	<ul style="list-style-type: none"> Articles to be Announced ITEEA President's Message 2012 Leaders to Watch 	January 10	February 1
April	<ul style="list-style-type: none"> Articles to be Announced 2012 Directory of ITEEA Institutional and Museum Members 	February 10	March 1
May/June	<ul style="list-style-type: none"> Articles to be Announced ITEEA Professional Recognition Awards 2011-2012 TET Index 	March 10	April 1

ITEEA 2011-2012 Editorial Profile and Mechanical Specifications:

Children's Technology and Engineering



Emailed four times per year, *Children's Technology and Engineering* is the only online magazine devoted exclusively to elementary school technology and engineering education.

Every issue includes:

- Books to Briefs
- Career Connections
- Design Squad
- Resources
- Teacher to Teacher
- Techno Tips
- Web Links
- and more...

Printing Specifications

Page trim size:	8.5 x 11 inches
Colors Available:	B&W; 4-color

Closing Dates and Editorial Calendar

2011-12 Issues	Planned Themes	Space Reservation Deadline	Ad Material Deadline
September	• Integrative Education: Focus on Art	July 10	August 1
December	• Integrative Education: Focus on Music	October 10	November 1
March	• Integrative Education: Focus on PE/Health	January 10	February 1
May/June	• Integrative Education: Focus on Cultures	March 10	April 1

Advertising Rates

	1x		4x	
	Black & White	4 Color	Black & White	4 Color
Full Page	\$ 600	\$ 750	\$ 450	\$ 600
½ Page	\$ 450	\$ 600	\$ 300	\$ 450
¼ Page	\$ 250	\$ 400	\$ 200	\$ 350
Covers 2 or 3 (inside covers)		\$1,100		\$ 950
Cover 4* (back cover)		\$1,150		\$1,000

Covers: Contact the advertising department for availability – mwiley@iteea.org

ITEEA 2012 Annual Conference Program



MARCH 15-17, 2012 • CALIFORNIA

The ITEEA Annual Conference

is the largest meeting anywhere of technology and engineering professionals. Teachers, supervisors, and school administrators attend the conference to share their skills and plan next year's budget.

Excellent exposure: Copies of the program will be given to all registrants of the annual conference. 72% of the ITEEA conference attendees report that they use the conference program as an information resource during and after the conference. Don't miss the opportunity to reach this audience!

Mechanical Requirements

Ad Size	Ad Sizes in Inches		
	Width	x	Depth
Full page, bleed	8.75"	x	11.25"
Full page, no bleed	7.5"	x	10"
½ page horizontal	7.25"	x	4.625"

Printing Specifications

Page trim size:	8.5 x 11 inches
Colors Available:	B&W; 2-color; 4-color



Deadlines

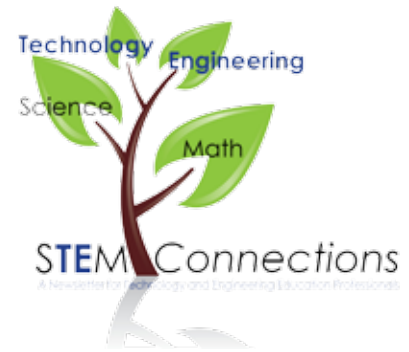
Space reservations	December 30
Receipt of artwork	January 10
<i>Cancellation of space reservations cannot be accepted after December 30.</i>	

72% of the ITEEA conference attendees report that they use the conference program as an information resource during and after the conference.

2012 Conference Program Advertising Rates

	Black & White	4 Color
Cover 4		\$ 1,500
Covers 2 & 3		\$ 1,300
Full Page	\$ 725	\$ 1,000
½ Page	\$ 675	\$ 575
Covers: Contact the advertising department for availability – mwiley@iteea.org		

STEM Connections and Website Advertising



STEM Connections

STEM Connections, ITEEA's cutting-edge electronic newsletter, delivers the latest trends in STEM (Science, Technology, Engineering, and Math) education to its subscribers.



STEM Connections is a FREE service of ITEEA that is delivered monthly to more than 9,000 readers – what better way to get your company's name in the spotlight?

½ page horizontal

STEM Connections Specifications

Size	7.75 x 5.5 inches
Resolution	72 ppi (pixels per inch)
Color	RGB

STEM Connections Advertising Rates

	4 Color
Company Link, Company Logo, tagline, & URL	\$ 400
½ Page Ad	\$ 700

ITEEA Online

Banner Ad Specifications

Size	6.25 x 1 inch
File	image/gif, photo/jpg
Resolution	72 ppi (pixels per inch)
Colors	RGB

Banner Ad Rates

	4 Color
Six months	\$ 400
Twelve months	\$ 700
*Banner Ads free to ITEEA Gold Partners	

ITEEA's website, www.iteea.org, is used by members, convention attendees, advertisers/exhibitors, and more.

The site includes information about ITEEA and its related organizations, the ITEEA Annual Conference, membership, publications, networking, and advertising opportunities. The site is visited an average of 6,000 times per month.



General Conditions

1. No advertisement shall be published unless written insertion order is received at the offices of the Publisher no later than the closing deadline specified by the Publisher for the issue(s) desired. Proof of ad must be furnished, plus any special instructions, such as bleed, color, etc.
2. Changes in advertising copy shall not be considered authorized by the Advertiser unless confirmation of such change in writing is received at the offices of the Publisher no later than the closing deadline for the issue(s) desired. In the event copy changes are not properly confirmed in writing, Advertiser's most recent advertisement shall be inserted.
3. In the event all necessary advertising materials are not received at the office of the Publisher by the closing deadline for the issue(s) desired, Publisher cannot guarantee insertion of such advertisement(s) in such issue(s). Advertiser shall be liable to Publisher and shall pay for such advertisement(s) regardless of insertion.
4. Cover advertisements (back, inside front, and inside back) are nonrefundable.
5. No advertisement may be cancelled after the closing date for the issue in which it is scheduled to appear.
6. No allowance is made to advertisers for furnishing complete plates, text, and illustrations for their advertisements.
7. Advertiser must pay Publisher's invoices Net 30, prior to the next closing deadline. Publisher reserves the right to withhold further advertisements for Advertiser with a past-due account.
8. Commissions shall be paid only to bona fide independent advertising agencies, and only on space rates.
9. Publisher shall not be responsible for errors caused by typesetters.
10. Publisher shall not be responsible for claims made in advertisements, and Advertiser shall indemnify and hold Publisher harmless from liability of any kind arising from such claims, including reasonable attorney's fees and all other associated costs of litigation.
11. Position of advertisements shall be under the exclusive discretion and control of Publisher, unless a position guarantee fee is paid by the Advertiser. ITEEA reserves the right to give better position than specified in the order at no increase in rate.
12. All advertisements are subject to approval by Publisher. Such approval shall be granted or withheld solely at Publisher's absolute discretion. This right shall not be deemed to have been waived by the acceptance or actual use of any advertising matter.
13. Advertiser and any agency representative are subject to satisfactory credit reports.
14. Advertiser specially warrants that all photographs and endorsements are covered by valid, written consents; and Advertiser shall indemnify and hold Publisher harmless from liability of any kind whatsoever resulting from publication thereof, including reasonable attorney's fees and all other associated costs of litigation.
15. In the event a dispute arises between Publisher and Advertiser that is not specifically governed by the foregoing terms and conditions, such dispute shall be resolved in accordance with the customs of the trade.
16. Number of issues used within 12 months from the date of first insertion of contract determines the frequency rate. If more or fewer insertions are used within one year than specified in original contract, charges will be adjusted in accordance with established rates.

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Advertising Department
1914 Association Drive, Suite 201, Reston, Virginia 20191-1539
703-860-5028 703-860-0353 fax mwiley@iteea.org