

# SkillsUSA Champions Editorial Profile

- **Connect with SkillsUSA members in print and online**
- **Advertise your company, opportunities, programs and products**
- **Promote your products and reach your future skilled employees**
- **Recruit motivated, prepared students to your college or postsecondary program**

SkillsUSA Champions is our **flagship publication** for career and technical educators and students who are interested in cultivating SkillsUSA Framework skills essential to success in further education and employment. This dynamic resource motivates members and builds a community through relevant and inspiring content shared on a digital hub and in two print editions per school year.

SkillsUSA is a national, nonprofit organization serving over 365,000 middle school, high school and college/postsecondary students and teachers who are involved in training programs for technical, skilled and service occupations. With nearly 20,000 classrooms in 53 state and territorial associations, SkillsUSA has a national reach. In addition, more than 600 corporations, trade associations and labor unions support SkillsUSA's work through cash donations, in-kind donations and volunteer time.

**SkillsUSA prepares America's Career and Technical Education students for employment** in high-performance work environments. The organization provides educational programming, experiences and competitive events that help students master leadership, technical skills, effective communication, teamwork, work ethic and professional development as they enjoy opportunities for local, state and national recognition.

SkillsUSA Champions is much more than a magazine. The vibrant, modern and professional content provides useful information and inspiration for all audiences. Teachers can implement Champions as part of their classroom instruction using a comprehensive lesson plan. Students can be inspired for their chapter activities and career decision-making. Corporate sponsors can see the value of the programs they support and share their messages with our members who will be their future employees or customers.

## Circulation

**Primary audience:** Teachers and students in public CTE high school or college/postsecondary programs; middle school programs are also served

**Secondary audience:** School administrators, business and industry partners (corporations, trade associations, labor unions), alumni, news media, parents and community influencers

**Demographics:** Students represent 81% of SkillsUSA membership; 61% are male; 87% are in high school; membership is national, and in every state, but concentrated in the North and Southeast

**Print edition:** SkillsUSA Champions magazine is delivered in print to teachers twice a year, Fall and Spring

**Digital edition:** SkillsUSA Champions is delivered through our digital hub, with new content monthly

SkillsUSA  
**champions**  
SkillsUSA Member Magazine Rates and Information

# Digital Hub Advertising Rates

*Champions Digital Hub — Content Updated Monthly*

(publisher’s discretion as to page and placement)

Landing Page - 300 x 250 px Desktop Footer - 728 x 90 px Mobile Footer - 320 x 100 px	<b>\$1,500 for 12 Weeks</b>	For access to two issues of Champions Magazine in print, add \$1,500
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Digital campaigns run twelve weeks and begin on the first business day of the month. Campaigns can be renewed if space is available. SkillsUSA makes placements of all digital ads.

## Electronic file formats accepted:

- GIF, JPEG or PNG files
- Creative should be tested for stability across all browser platforms
- Creative and campaigns are subject to approval by the publisher
- Creative due five business days prior to campaign start
- All creative with a white background must have a 1x1 pixel black border

To place digital ads, contact **Tiffany Govender** at **703-737-0614** or **tgovender@skillsusa.org**

## Print Edition

### Advertising Rates (for print ads only)

Mailed to all SkillsUSA professional members twice a year

Ad Size	1X	Partner	2X	Partner
Full page	\$4,000	\$3,600	\$3,800	\$3,400
2/3 page	\$2,750	\$2,500	\$2,550	\$2,300
1/2 page	\$2,000	\$1,800	\$1,800	\$1,600
1/3 page	\$1,750	\$1,500	\$1,550	\$1,350
1/6 page	\$700	\$500	\$600	\$400
Inside Covers: Additional \$500 for inside front or inside back cover				
Back Cover: Additional \$800 for the back cover				
Recognized advertising agencies qualify for 15% discount*				

## Closing Dates

Fall Issue (28 Pages)	Spring Issue (28 Pages)
Advertising Commitment Date:	
Fall: July 15	Spring: Nov. 15
Advertising Materials Due:	
Fall: Aug. 15	Spring: Jan. 1
Publishing Date:	
Fall: Oct. 15	Spring: March 1

## Print Edition Terms and Conditions

- SkillsUSA invoices for ads when advertising materials are due before publication
  - Advertisers and their advertising agencies are held jointly responsible for payment
  - SkillsUSA reserves the right to reject ads of a questionable nature
  - Frequency discounts are only applicable within the same publishing school year
  - Discounts apply only to qualifying partners as defined by SkillsUSA
  - Advertisers are responsible for the accuracy of their advertisement
  - Ads received after the advertising materials deadline or ad changes will be billed at \$100 extra
  - Advertiser will be billed for time to resize ads or to correct existing ads
- \*Agency commissions are applied to recognized advertising agencies only.*

## Electronic Files

### File formats accepted:

Adobe Acrobat PDF (Preferred)  
 Adobe InDesign  
 Adobe Photoshop  
 Adobe Illustrator

- Packaged files must include links, images and fonts
- All images/photos must be 300 dpi
- No web or Internet images can be used
- All full-page ads must include bleeds
- Keep live matter 1/4" from trim; allow 1/8" for bleeds
- Remove all crop and registration marks from ads

## Mechanical Requirements

1/6 Page	2.306 w x 4.75 h
1/3 square	4.778 w x 4.75 h
1/3 vertical	2.306 w x 9.75 h
1/3 vertical bleed	2.806 w x 10.75 h
1/2 island	4.778 w x 7.25 h
1/2 horizontal	7.25 w x 4.813 h
1/2 horizontal bleed	8.25 w x 5.125 h
2/3 vertical	4.778 w x 9.75 h
2/3 bleed	5.278 w x 10.75 h
1 page*	8.25 w x 10.75 h

\*Full page ad with bleed is 8.5w x 11h  
 Live matter should be 7.75w x 10.25h

**To place print ads, contact Helen Carafa at 703-737-0637 or [hcarafa@skillsusa.org](mailto:hcarafa@skillsusa.org)**

All advertising rates are subject to change without notice but will not affect any contracts already in place.

# Advertising Contract:

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ ZIP \_\_\_\_\_

Telephone Number \_\_\_\_\_ Email \_\_\_\_\_

## Billing Info:

Purchase Order \_\_\_\_\_

Amount to be billed \_\_\_\_\_ Authorized by \_\_\_\_\_

Billing Company Name \_\_\_\_\_ Billing Contact \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ ZIP \_\_\_\_\_

Billing Telephone Number \_\_\_\_\_ Billing Fax \_\_\_\_\_

Billing Email \_\_\_\_\_

## Size of Print Ad:

(check appropriate size)

Full page \_\_\_\_\_

2/3 page \_\_\_\_\_

1/2 page \_\_\_\_\_

1/3 page \_\_\_\_\_

1/6 page \_\_\_\_\_

## Special Requests:

(check all that apply)

\_\_\_\_\_ Inside front cover (+ \$500)

\_\_\_\_\_ Inside back cover (+ \$500)

\_\_\_\_\_ Back cover (+ \$800)

\_\_\_\_\_ Please contact me about  
creating layout and design  
work for my ad (+ \$500)

List name, phone number  
and email:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Digital Ad:

Each 12-week period  
costs \$1,500.

(check as appropriate)

\_\_\_ **12 weeks** beginning  
\_\_\_\_\_ (month)

\_\_\_ **24 weeks** beginning  
\_\_\_\_\_ (month)

\_\_\_ **36 weeks** beginning  
\_\_\_\_\_ (month)

\_\_\_ **48 weeks** beginning  
\_\_\_\_\_ (month)

## Frequency:

(check insertions)

1 x \_\_\_\_\_

2 x \_\_\_\_\_

## CHAMPIONS TERMS:

I agree to the terms outlined in this rate card and authorize billing by SkillsUSA to my company:

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

**Return to:** Helen Carafa at SkillsUSA, 14001 SkillsUSA Way, Leesburg, VA 20176

**Contact:** hcarafa@skillsusa.org or 703-737-0637