

Editorial Profile:

To individuals interested in cultivating leadership skills, *SkillsUSA Champions* is a dynamic resource that inspires and creates a virtual community of students and teachers through relevant and inspiring content. SkillsUSA is a national, nonprofit organization of nearly 302,000 high school and college students and teachers who are involved in training programs for technical, skilled and service occupations. With 16,000 chapter and 54 state and territorial associations, SkillsUSA has a truly national reach. In addition, more than 1,000 corporations, trade associations and labor unions support SkillsUSA's work through financial aid, in-kind donations and volunteer time.

SkillsUSA Champions is vibrant and modern, yet professional. The content can be read quickly, providing useful news and information for all audiences. Teachers can implement *Champions* in their own classrooms, students can use it in their career decision-making, and through it, corporate sponsors can see the value of the program they are supporting.

Since 1965, SkillsUSA has helped prepare America's students for employment in high-performance work environments. It provides educational experiences, including the SkillsUSA Championships, that help teach leadership, teamwork, citizenship and character development.

In addition to local, state and national competitions for students in occupational and leadership skill categories, SkillsUSA also provides curricula for training high school and college students in management, networking, workplace ethics, job interviewing and teamwork. These specialized curricula are used in career and technical education; apprenticeship training; cooperative education; and school-to-work, academic and special needs programs.

Circulation Breakdown:

Primary: Teachers/students (high school); teachers/students (college and postsecondary)

Students represent 94% of membership; 60% are white males; 87% are in high school; membership is national but more concentrated in the North and Southeast

Secondary:

Administrators, business and industry partners (corporations, trade associations, labor unions), alumni
Media, parents, influencers (community at large)

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

Rates & Terms:

Black & White

Ad Size	1x	Partner	2x	Partner	3x	Partner	4x	Partner
Full page	\$6,860	\$6,628	\$6,520	\$6,290	\$6,175	\$5,945	\$5,830	\$5,600
2/3 page	\$5,485	\$5,253	\$5,212	\$4,980	\$4,940	\$4,700	\$4,660	\$4,430
1/2 page	\$4,120	\$3,888	\$3,915	\$3,680	\$3,700	\$3,475	\$3,500	\$3,270
1/3 page	\$2,740	\$2,508	\$2,600	\$2,370	\$2,460	\$2,235	\$2,330	\$2,095
1/6 page	\$1,824	\$1,590	\$1,730	\$1,500	\$1,645	\$1,410	\$1,395	\$1,165
Covers:	2nd , 3rd or 4th Cover: Additional \$500							
Color:	Additional \$800							

Advertising Agencies qualify for 15% discount

CLOSING DATES, SCHEDULING & BILLING

Fall Issue (28 pages) Winter Issue (20 pages) Spring Issue (20 pages) Summer Issue (28 pages)

Advertising Commitment Deadline:

Fall: July 1 Winter: Sept. 1 Spring: Nov. 1 Summer: Jan. 1

Advertising Copy Deadline:

Fall: Aug. 15 Winter: Oct. 15 Spring: Dec. 15 Summer: Feb. 15

Published:

Fall: Oct. 1 Winter: Dec. 1 Spring: Feb. 1 Summer: April 1

CHAMPIONS TERMS:

Frequency discounts are applicable within the same publishing year. SkillsUSA will invoice at the time of the copy deadline. Partner discounts apply only to SkillsUSA qualifying partners that meet SkillsUSA contributing terms. *Agency commissions are applied to recognized advertising agencies only.* Advertisers are responsible for ensuring the accuracy of their advertisement. The cost of changing an ad after the copy deadline is \$75.



Guidelines:

MECHANICAL REQUIREMENTS

(Keep all live matter at least 1/4" from trim; allow 1/8" for bleeds.)

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 within margin at 7.75w x 10.25h.)

GUIDELINES FOR ADVERTISING MATERIALS

Electronic files:

Applications: Adobe InDesign
Adobe Pagemaker
Adobe Photoshop
Adobe Illustrator
Quark Xpress

Media: CD-ROM, Jaz or Zip disk for Mac or PC;
DVD-ROM for Mac only

Proofs: Matchprint or equivalent contract proof must be supplied

Files must include all screen and printer fonts.

Color or grayscale images must be supplied as CMYK TIFFs or EPSs with a resolution of 300 dots per inch at the intended reproduction size.

Keep all live matter at least 1/4" from trim; allow 1/8" for bleeds.

Film material:

133 line screen, right reading emulsion down negatives. Matchprint or equivalent contract proof must be supplied. Keep all live matter at least 1/4" from trim; allow 1/8" for bleeds.

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