

SkillsUSA champions

SkillsUSA Member Magazine | Rates and Information

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 is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members. We're a student-led partnership of education and industry that's building the future skilled workforce our nation depends on with graduates who are career ready, day one.

SkillsUSA Champions is our flagship publication for career and technical educators and students and their teachers 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.

SkillsUSA is a national, nonprofit organization serving over 413,000 middle school, high school and college/ postsecondary students and teachers who are involved in training programs for technical, skilled and service occupations. With over 20,000 classrooms in 53 state and territorial associations, SkillsUSA has a national reach. In addition, more than 850 partners, trade associations and labor unions support SkillsUSA's work through cash donations, in-kind donations and volunteer time.

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 and 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 and 39% are female; 87% are in high school; membership is national and in every state but is concentrated in the Northeast and Southeast.
- **Digital delivery:** SkillsUSA Champions is delivered through our digital hub, with new content monthly.

SkillsUSA

champions

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Digital Hub Advertising Rates

Champions Digital Hub

Content Updated Monthly

Landing Page - 300 x 250 pixels (medium rectangle)	\$1,500 Runs for 12 Weeks
Leaderboard Banner - 728 x 90 pixels (desktop footer)	

Digital campaigns run 12 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 accepted.
- Creative should be tested for stability across all browser platforms.
- Creative and campaigns are subject to approval by SkillsUSA
- Creative is 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 Hilary Legge at hlegge@skillsusa.org



Champions 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 _____

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)

TERMS:

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

Signature of Authorized Representative

Date

Contact: bpd@skillsusa.org