



Advertise in SkillsUSA Michigan's 2019-2020 Advisor Manual

Reach over 800 high school instructors, all year long!

The SkillsUSA Michigan Advisor Manual is SkillsUSA Michigan's equivalent to the yellow pages, offering all the information a chapter needs throughout the entire school year. As the SkillsUSA advisors at their school, these instructors are responsible for making buying decisions every day. The *Advisor Manual* consists of over 90 pages containing conference registration materials, regional and state contest information and chapter resources unique to the current year. With all this information, SkillsUSA Michigan advisors and members frequently refer to the guide as they plan and participate in SkillsUSA Michigan activities. Your ad in the *SkillsUSA Michigan Advisor Manual* is an excellent way to reach instructors of trade, technical and skilled service occupations and their students throughout the school year.

The SkillsUSA Michigan Advisor Manual:

- Reaches over 6,000 members and advisors of SkillsUSA Michigan.
- Will be printed in September 2019.
- Is used all year long by instructors and members, similar to the yellow pages.
- Has a circulation of 800 copies and is also available online.

Advertising Details:

- Advertisements are reasonably priced and include most production charges. SkillsUSA Michigan will be happy to develop your advertisement if you provide your logo and/or any graphics you would like included at no charge. However, if extensive graphic development is required, a \$50.00 fee may apply.
- Discounts are available for participation in additional SkillsUSA Michigan advertising and/or exhibiting.
- PDF format preferred.
- Sizes and rates for the advertisements are:

Size	Dimensions	Color Rate
Full Page	8.5" wide x 11" tall	\$550.00
Half Page	8.5" wide x 5.5" tall	\$350.00
Quarter Page	4.25" wide x 5.5" tall	\$250.00
Eighth Page	4.25" wide x 2.75" tall	\$150.00

Content and Payment Deadline:

- **August 15, 2019**

For more information contact:

SkillsUSA Michigan • Eastern Michigan University • Ypsilanti, MI 48197
734-487-3888 • info@miskillsusa.org



Advertise in SkillsUSA Michigan's Student Newspaper

Reach over 6,000 high school students!

Envision Tomorrow Today with SkillsUSA, SkillsUSA Michigan's student newspaper, offers you this exciting opportunity to increase your contact with academically talented students that are seeking careers in technical, skilled and service occupations.

Newspaper Information:

- Reaches over 6,000 technical, skilled and service occupation students, advisors and alumni of SkillsUSA Michigan.
- Printed in October and February each year.
- Readers are high school students interested in careers in technical, skilled and service occupation occupations.

Advertising Details:

- Advertisements are reasonably priced and include most production charges. SkillsUSA Michigan will be happy to develop your advertisement if you provide your logo and/or any graphics you would like included at no charge. However, if extensive graphic development is required, a \$50.00 fee may apply.
- Discounts are available for participation in additional SkillsUSA Michigan advertising and/or exhibiting.
- Sizes and rates for the advertisements are:

Size	Dimensions	Black & White Rate	Black & Red Rate
Back Page	10" wide x 15" tall	NA	\$750.00
Full Page	10" wide x 15" tall	\$400.00	\$500.00
Half Page (vertical)	5" wide x 15" tall	\$250.00	\$350.00
Half Page (horizontal)	10" wide x 7.5" tall	\$250.00	\$350.00
Quarter Page	5" wide x 7.5" tall	\$200.00	\$300.00
Eighth Page	5" wide x 4" tall	\$150.00	\$225.00

Content and Payment Deadlines:

- **Fall 2019 Issue - September 1, 2019**
- **Winter 2019 Issue - December 1, 2019**
- **IMPORTANT - Please submit your ad in CMYK format, using only black and 100% magenta inks.**

For more information contact:

SkillsUSA Michigan • Eastern Michigan University • Ypsilanti, MI 48197
734-487-3888 • info@miskillsusa.org



Advertise in SkillsUSA Michigan's State Conference Program

SkillsUSA Michigan is excited to announce an opportunity for our advertising and exhibiting partners - placing an advertisement in the State Leadership and Skills Conference Program. The Conference Program is given to every attendee of the conference, and often serves as a great souvenir that the students keep for years.

The program is printed in full color, and includes the schedule for the weekend, various awards, and other information for SkillsUSA Michigan members and advisors.

State Leadership and Skills Conference Information:

- SkillsUSA Michigan members are high school students interested in careers in technical, skilled and service occupation occupations.
- Over 1,600 students, teachers, alumni and guests attend
- Held in April every year

Advertising Details:

- Advertisements are reasonably priced and include most production charges. SkillsUSA Michigan will be happy to develop your advertisement if you provide your logo and/or any graphics you would like included at no charge. However, if extensive graphic development is required, a \$50.00 fee may apply.
- Discounts are available for participation in additional SkillsUSA Michigan advertising and/or exhibiting.
- Advertisements must include a ¼" bleed.
- PDF format preferred.
- Sizes and rates for the advertisements are below. Please call for size details!

Size	Dimensions	Color Rate
Inside Back Cover	5" wide x 8" tall	\$1,600.00
Full Page	5" wide x 8" tall	\$900.00
Half Page	5" wide x 4" tall	\$700.00
Quarter Page	5" wide x 1.625" tall	\$400.00

Content and Payment Deadline:

- **March 1, 2020** – Please format the ads for CMYK output. PDF format preferred.

For more information contact:

SkillsUSA Michigan • Eastern Michigan University • Ypsilanti, MI 48197
734-487-3888 • info@miskillsusa.org



Advertising Form

Organization Name _____

Primary Contact _____

Email _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Authorized Signature _____ Date _____

SkillsUSA Michigan reserves the right to reject subject matter, form, size, wording, photos, illustrations, type and products of any advertising and/or exhibit that is not consistent with the mission of SkillsUSA.

Advisor Manual – content and payment due August 15, 2019

	Color
Full Page	<input type="checkbox"/> \$550.00
Half Page	<input type="checkbox"/> \$350.00
Quarter Page	<input type="checkbox"/> \$250.00
Eighth Page	<input type="checkbox"/> \$150.00

Fall Newsletter – content and payment due September 1, 2019

	Black and White	Black and Red	
Back Page	NA	<input type="checkbox"/> \$750.00	*call for availability
Full Page	<input type="checkbox"/> \$400.00	<input type="checkbox"/> \$500.00	
Half Page	<input type="checkbox"/> \$250.00	<input type="checkbox"/> \$350.00	
Quarter Page	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$300.00	
Eighth Page	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$225.00	

Winter Newsletter – content and payment due December 1, 2019

	Black and White	Black and Red	
Back Page	NA	<input type="checkbox"/> \$750.00	*call for availability
Full Page	<input type="checkbox"/> \$400.00	<input type="checkbox"/> \$500.00	
Half Page	<input type="checkbox"/> \$250.00	<input type="checkbox"/> \$350.00	
Quarter Page	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$300.00	
Eighth Page	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$225.00	

State Conference Program – content and payment due March 1, 2020

	Color	
Inside Back Cover	<input type="checkbox"/> \$1,600.00	*call for availability
Full Page	<input type="checkbox"/> \$900.00	
Half Page	<input type="checkbox"/> \$700.00	
Quarter Page	<input type="checkbox"/> \$400.00	

Total \$ _____

**** Special – sign up now for any 2 or more ads and receive a 15% discount!***

Email this form to advertising@miskillsusa.org and send the original form with full payment payable to:
SkillsUSA Michigan • Eastern Michigan University • Ypsilanti, MI 48197
734-487-3888 • info@miskillsusa.org