



FCCLA[®]

MEDIA KIT



Family, Career and Community Leaders of America

A look at Family, Career and Community Leaders of America's Reach in 2016-2017!

164,078

FCCLA 2016-2017 MEMBERSHIP

12,000,000

NUMBER OF PEOPLE REACHED BY STAR EVENTS IN 2015-2016

3,352

NUMBER OF ATTENDEES AT THE 2016 NATIONAL CLUSTER MEETINGS

7,963

NUMBER OF ATTENDEES AT THE 2017 NATIONAL LEADERSHIP CONFERENCE

Social Media Platforms [as of June 2017]



12,612
FACEBOOK FANS



5,536
INSTAGRAM FOLLOWERS



9,679
TWITTER FOLLOWERS



6,946
APP EVENT GUIDE DOWNLOADS
(4,246 APP DOWNLOADS)

FCCLA PROFILE



Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life — planning, goal setting, problem solving, decision making, and interpersonal communication — necessary in the home and workplace.

Family, Career and Community Leaders of America, Inc. (FCCLA) is a nonprofit national Career and Technical Student Organization for young men and women in Family and Consumer Sciences education in public and private schools through grade 12. FCCLA, the Ultimate Leadership Experience, has nearly 165,000 members and over 6,700 advisers from 49 state associations including Puerto Rico and the Virgin Islands.

FCCLA offers members technical training, internships, real world experiences, and industry credentials related to human services, hospitality and tourism, education and training, and visual arts clusters.



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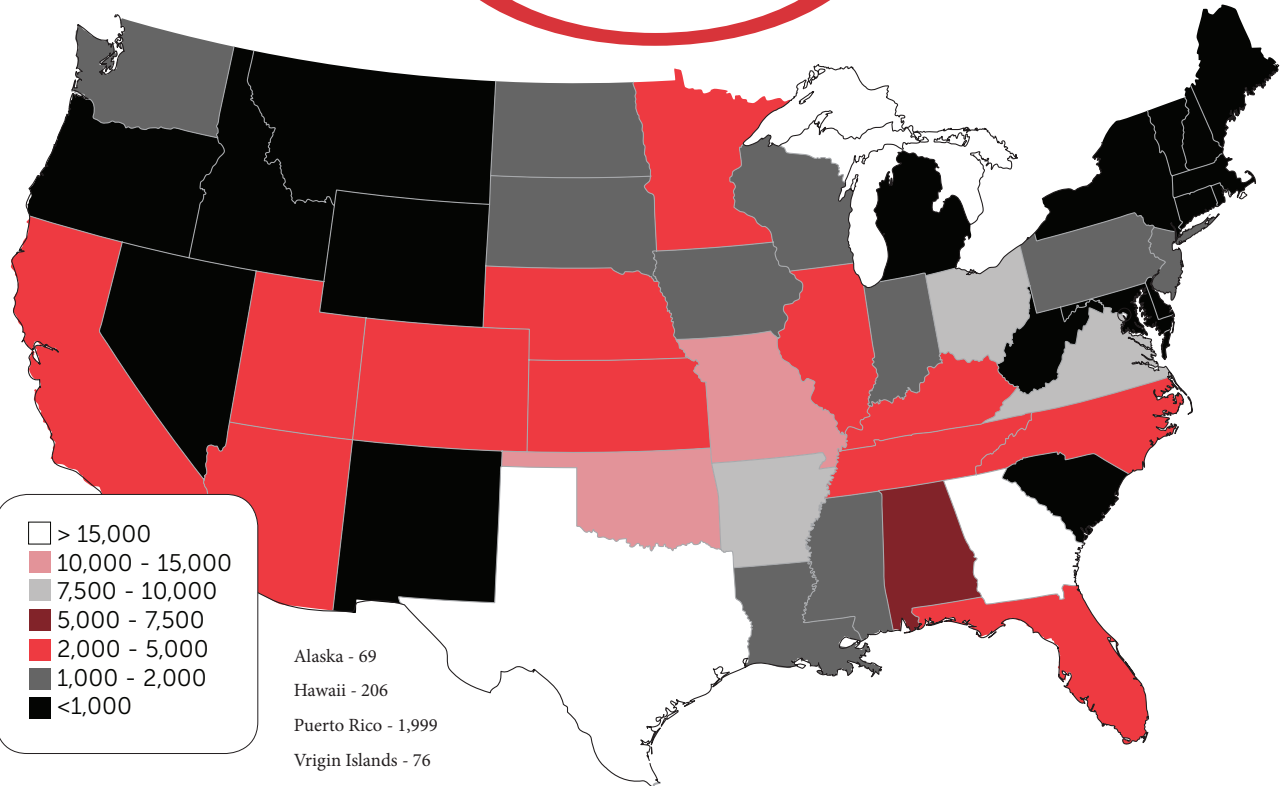
My involvement in Family, Career and Community Leaders of America has empowered me to live the ultimate leadership experience by getting more engaged in the community and helping those in need. Through FCCLA, I have discovered new passions and talents, such as community service and leadership. I have reached new horizons in education and community activities through competitive events and leadership conferences....

...It is my hope that my involvement in FCCLA will make a positive impact on the lives of others just as FCCLA has made a positive impact on my life.

- Sara Eavey, VA

”

MEMBERSHIP NUMBERS



164,078+
members nationwide

5,356+
chapters nationwide

Over 55% of FCCLA members
take advanced courses.

FCCLA EMPOWERS STUDENTS TO:

- Balance career and family responsibilities
- Develop leadership skills
- Practice STEM skills
- Build technical skills in Family and Consumer Sciences related careers

FCCLA MEMBERS' CAREER INTERESTS:

- Chef
- Early Childhood Center Director
- Fashion Designer
- Social Worker
- Interior Designer
- Family and Consumer Sciences Educator
- Event Planner
- Nutritionist

GENDER

78% Female
22% Male

GPA*

86% Maintain a
3.0 to 4.0 and above

COMMUNITY*

67% Rural
16% Suburban
17% Urban

*data from 2017 My College Options/FCCLA research study

NATIONAL PROGRAMS



FCCLA NATIONAL PROGRAMS

FCCLA national programs are supplemental resources for Family and Consumer Sciences educators to implement into their classrooms and help to build and strengthen students' leadership skills.



CAREER CONNECTION

guides young people to link their options and skills for success in careers, families, and communities.



COMMUNITY SERVICE

guides young people to learn about themselves so they can serve others.



FACTS (FAMILIES ACTING FOR COMMUNITY TRAFFIC SAFETY)

guides young people to create peer education outreach that strives to save lives through personal, vehicle, and road safety.



FAMILIES FIRST

guides young people to create peer education outreach through which students gain a better understanding of how families work and the skills needed to become strong family members.



FINANCIAL FITNESS

guides young people to create peer education outreach that involves students teaching other young people how to earn, spend, save, and protect money wisely.



JAPANESE EXCHANGE

FCCLA members are selected for scholarships to travel to Japan for four to six weeks and live with a Japanese host family to experience the day-to-day life of another country and its people.



POWER OF ONE

guides young people to find and use their personal power by setting goals, working to achieve them, and enjoying their results.



STOP THE VIOLENCE - STUDENTS TAKING ON PREVENTION

guides young people to create peer education outreach that empowers students with attitudes, skills, and resources to recognize, report, and reduce youth violence.



STUDENT BODY

guides young people to create peer education outreach that helps young people discover and practice how to be healthy, fit, real, and resilient.

National Program Awards Sponsorships are available for \$3,500

BENEFITS INCLUDE:

Promotion and cross marketing opportunities on FCCLA's social media platforms.

Identification as sponsor on the FCCLA national website, during general session multimedia presentation, and in the FCCLA National Leadership Conference mobile application.

Opportunity to present awards on stage at the FCCLA National Leadership Conference during general sessions with over 8,000 attendees.

ANNUAL MEETINGS



FCCLA ANNUAL MEETINGS

CAPITOL LEADERSHIP

Each year, student leaders from across the country visit the nation's capital to meet with elected officials, learn about government relations, develop leadership skills, and participate in team trainings.



NATIONAL CLUSTER MEETINGS

Each fall, over 3,000 students and advisers from FCCLA chapters all over the country convene to share ideas, learn about exciting programs offered by FCCLA, and develop leadership skills.

STATE ADVISERS MANAGEMENT MEETING

Each winter, key state decision makers meet to learn about FCCLA national updates and to develop and strengthen their state association management skills. These state advisers directly influence FCCLA chapter advisers across the country.

CHAPTER ADVISER SUMMIT

Once a year, chapter advisers from across the country join FCCLA national staff to learn about national updates and for an opportunity to network with other FCCLA chapter advisers, participate in professional development sessions, and gain some fresh ideas to take back to their FCCLA chapter.



NATIONAL LEADERSHIP CONFERENCE

Each summer, more than 8,000 students and advisers gather to elect the new National Executive Council, participate in Competitive Events, attend dynamic general sessions, and explore ways to enhance their leadership skills in their families, careers, and communities.

Sponsorship opportunities are available for each national meeting. For a list of available sponsorship opportunities, please contact:

**Heather Goode
Director of
Development**

EMAIL
hgoode@fcclainc.org

PHONE
(703) 476-4900 ext. 338

FAX
(703) 439-2662

EXHIBITING



Exhibit and College Fair registration for National Meetings can be completed directly online. Please visit our website at <http://fcclainc.org/meetings/exhibits.php> for updates and links to our registration system. If you have questions about registering or would like a copy of the most recent Exhibitor Prospectus, please contact Heather Goode, Director of Development, at hgoode@fcclainc.org.

EXHIBIT OPPORTUNITIES

- Interact with Family and Consumer Sciences educators, decision-makers, and students attending a nationally sponsored conference
- Participation in an exhibit program includes opportunity to apply to present a workshop

COLLEGE AND CAREER EXPO OPPORTUNITIES

- Access to a large group of proactive student leaders who are highly motivated in researching additional education and various career paths that will shape their future

Exhibit and college & career expo opportunities are available each year at FCCLA's National Cluster Meetings and National Leadership Conference.

NATIONAL CLUSTER MEETINGS

Washington, D.C.: November 10 – 12, 2017
1,000 anticipated attendees

Oklahoma City, OK: November 17 – 19, 2017
2,000 anticipated attendees

EXHIBIT FEES INCLUDE:

- Two complimentary registrations for each exhibit space
- One skirted 6' x 30" table, two chairs, and wastebasket
- Company listing and logo in mobile application

(1) National Cluster Meeting: \$300
Additional meeting(s) \$255 each (15% discount)
Additional tabletops can be purchased for \$125/table

COLLEGE AND CAREER EXPO FEES INCLUDE:

- Two complimentary registrations for each exhibit space
- One skirted 6' x 30" table, two chairs, and wastebasket
- Company listing and logo in mobile application

\$125.00 per meeting

NATIONAL LEADERSHIP CONFERENCE

Atlanta, GA: June 28 – July 2, 2018
8,000 anticipated attendees

EXHIBIT FEES INCLUDE:

- Two complimentary conference registrations for each 10' x 10' booth space
- Pipe, drape, identification sign, one skirted 6' x 30" table, two chairs, and wastebasket
- Company listing and logo in mobile application

| | |
|--------------------|---------|
| 10' x 10' Standard | \$950 |
| 10' x 10' Corner | \$1,100 |
| 10' x 20' Standard | \$1,750 |
| 10' x 20' Corner | \$1,900 |

COLLEGE AND CAREER EXPO FEES:

- Two complimentary registrations
- One skirted 6' x 30" table, two chairs, and wastebasket
- Company listing and logo in mobile application

\$500.00

ADVERTISING OPPORTUNITIES



To promote personal growth and leadership development through Family and Consumer Sciences Education.

Focusing on the multiple roles of family member, wage earner and community leader, members develop skills for life through

MISS



ANNUAL FCCLA PUBLICATIONS

TEEN TIMES

Teen Times is the official national magazine, produced four times during the school year with one printed publication and three digital publications. *Teen Times* reaches nearly 165,000 FCCLA members and over 6,700 advisers nationwide.

THE ADVISER

The Adviser is a semi-annual electronic publication that reaches over 6,700 Family and Consumer Sciences educators, and university Family and Consumer Sciences teacher educators nationwide.

ADDITIONAL ADVERTISING OPPORTUNITIES

CHAPTER MAILING INSERT

Every spring, over 6,700 Family and Consumer Sciences educators and other stakeholders receive a chapter mailing, providing essential FCCLA updates for the upcoming school year. This is a unique opportunity for partners and sponsors to reach their key audience.

FAST FACTS

Fast Facts is FCCLA's e-newsletter that is sent daily Monday – Friday (September – June) to over 6,700 Family and Consumer Sciences educators.

Teen Times

THE Adviser

FCCLA Chapter Mailing Insert

Fast Facts

A daily newsletter for FCCLA advisers

Interested in getting your resources and products into thousands of classrooms across the nation? Plan now to reach your target audiences through FCCLA's annual publications and additional advertising opportunities.

Teen Times

Teen Times is delivered to nearly 165,000 FCCLA members and over 6,700 FCCLA advisers four times a year in January, March, September, and November.

The 2017-2018 electronic *Teen Times* magazines will each focus on specific career clusters relating to Family and Consumer Sciences (see editorial schedule for descriptions).

The 2017-2018 printed *Teen Times* magazine will be an "evergreen" edition highlighting all things FCCLA and efforts for the entire school year.

AD SPECS

| | | | |
|---|--|--|--|
| 1/4 PAGE 4" W x 4.625" H | 1/6 PAGE VERTICAL 2.25" W x 4.625" H | 1/2 PAGE VERTICAL 3.375" W x 9.75" H with .25" bleeds | FULL PAGE (White area) 8" W x 10.5" H with .25" bleeds |
| 1/2 PAGE HORIZONTAL 8" W x 5.125" H with .25" bleeds | | 1/6 PAGE HORIZONTAL 4" W x 2.25" H | |

SAMPLE ISSUE



AD RATES

PRINTED ISSUE

| | |
|--------------|---------|
| Back Cover | \$5,000 |
| Inside Cover | \$4,500 |
| Full Page | \$3,000 |
| 1/2 Page | \$2,000 |
| 1/4 Page | \$1,000 |
| 1/6 Page | \$800 |

DIGITAL ISSUE

| | |
|--------------|---------|
| Back Cover | \$2,500 |
| Inside Cover | \$2,000 |
| Full Page | \$1,500 |
| 1/2 Page | \$1,000 |
| 1/4 Page | \$600 |
| 1/6 Page | \$300 |

EDITORIAL SCHEDULE

DIGITAL NOVEMBER/DECEMBER 2017 ISSUE

Education edition – focus on resources and opportunities for students interested in FACS education, Early Childhood Education, and general education.

- **Reservation deadline:** August 21
- **Artwork deadline:** September 15
- **Drop date:** October 18

DIGITAL JANUARY/FEBRUARY 2018 ISSUE

Culinary and Hospitality edition – focus on resources and opportunities for students interested in culinary and hospitality related careers.

- **Reservation deadline:** October 23
- **Artwork deadline:** November 17
- **Drop date:** December 18

DIGITAL MARCH/APRIL 2018 ISSUE

Visual Arts and Human Services Edition – focus on resources and opportunities for students interested in fashion, interior design, and human services.

- **Reservation deadline:** January 5
- **Artwork deadline:** January 22
- **Drop date:** February 19

PRINT SEPTEMBER/OCTOBER 2018 ISSUE

Evergreen edition

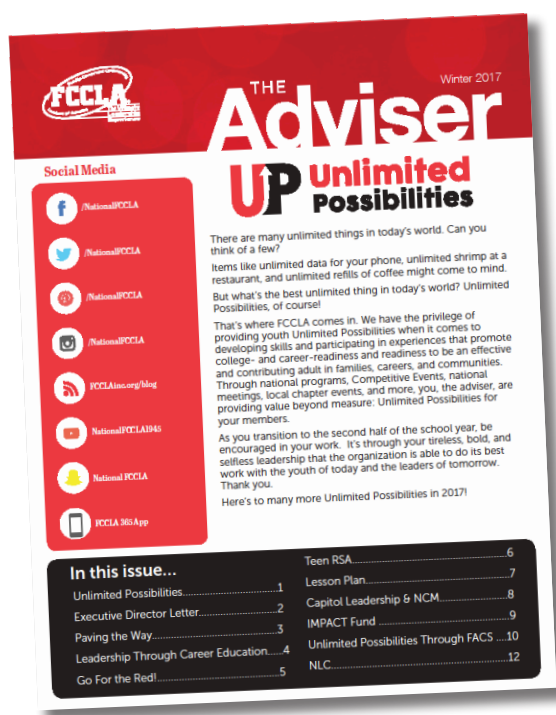
- **Reservation deadline:** May 28
- **Artwork deadline:** June 25
- **Drop date:** August 20



THE Adviser

The Adviser is delivered to over **6,700** FCCLA advisers and Family and Consumer Sciences educators two times a year in the fall and winter. This publication provides important updates and articles that assist FCCLA advisers in staying up to date with classroom resources.

SAMPLE ISSUE



AD SPECS

FULL PAGE
(White area)
8.5" W x 11" H
with .25" bleeds

1/4 PAGE
3.75" W x 4.5" H

1/2 PAGE HORIZONTAL
7.5" W x 4.5" H

AD RATES

PRINTED ISSUE

| | |
|------------|---------|
| Back Cover | \$2,500 |
| Full Page | \$1,500 |
| 1/2 Page | \$800 |
| 1/4 Page | \$500 |

EDITORIAL SCHEDULE

FALL 2017 ISSUE

- **Reservation deadline:** August 23
- **Artwork deadline:** September 13
- **Drop date:** October 23

WINTER 2018 ISSUE

- **Reservation deadline:** December 22
- **Artwork deadline:** January 4
- **Drop date:** February 9

For questions about advertising or to purchase an advertisement space, contact:

Heather Goode, Director of Development
hgoode@fcclainc.org

Phone: (703) 476-4900 ext. 338 | Fax: (703) 439-2662



FCCLA Chapter Mailing Insert

CHAPTER MAILINGS are delivered to over **6,700** FCCLA advisers and Family and Consumer Sciences educators once per year during the spring semester.

* Sponsors are required to print & ship inserts to mail house.

CHAPTER MAILINGS ARE AN ESSENTIAL SOURCE FOR FCCLA UPDATES AND AN OPPORTUNITY FOR SPONSORS AND PARTNERS TO REACH A KEY AUDIENCE.



MAILING RATES

| | |
|---------------------|---------|
| 8.5" x 11" Flyer | \$1,500 |
| 6" x 9" Folded Size | \$1,500 |

MAILING SCHEDULE

- **Reservation deadline:** March 9
- **Insert delivery deadline:** March 30
- **Drop date:** April 16

Fast Facts

A daily newsletter for FCCLA advisers

FAST FACTS are delivered to over **6,700** FCCLA advisers and Family and Consumer Sciences educators daily, Monday - Friday, between the months of September - June.

CUSTOM FAST FACTS e-newsletters allow sponsors and partners to send custom branded messages, including photos, videos, web links, etc. in an electronic communication outreach to all FCCLA advisers across the nation. The date and time that the e-newsletter is sent will be determined by the sponsor.



FAST FACTS RATES

| | |
|-------------------|-------|
| Custom Fast Facts | \$500 |
|-------------------|-------|

FAST FACTS SCHEDULE

- **Reservation deadline:** Two weeks before target drop date
- **Content delivery deadline:** One week before target drop date
- **Drop date:** Determined by sponsor (based on availability)

RESERVE YOUR AD SPACE

Teen Times

PRINTED ISSUE

Back Cover

\$5,000

Inside Cover

\$4,500

Full Page \$3,000

1/2 Page \$2,000

1/4 Page \$1,000

1/6 Page \$800

SEPT/OCT

DIGITAL ISSUES

Back Cover

\$2,500

Inside Cover

\$2,000

Full Page \$1,500

1/2 Page \$1,000

1/4 Page \$600

1/6 Page \$300

NOV/DEC

JAN/FEB

MAR/APR

THE Adviser

ALL ISSUES

Back Cover \$2,500

Full Page \$1,500

1/2 Page \$800

1/4 Page \$500

FALL

WINTER

FCCLA Chapter Mailing Insert

8.5" x 11" Flyer Insert \$1,500

6" x 9" Folded Insert \$1,500

Fast Facts

A daily newsletter for FCCLA advisers

Custom Fast Facts \$500

PAYMENT

Contact Name

Signature

Company Name

Title

Address

City

State

Zip

Telephone

Email

CREDIT (VISA OR MASTERCARD)

Credit Card Number

Exp. Date

Name as it Appears on Card

Signature

CHECK

(Make check payable in U.S. currency to Family, Career and Community Leaders of America or FCCLA)

SEND APPLICATION WITH PAYMENT TO:

HEATHER GOODE

DIRECTOR OF DEVELOPMENT

HGOODE@FCCLAINC.ORG

PHONE: (703) 476-4900 EXT. 338

FAX: (703) 439-2662

The undersigned hereby makes application for advertising space in Teen Times, The Adviser, Chapter Mailing, or Fast Facts. The acceptance of this application shall be at the sole discretion of FCCLA, and upon acceptance this application becomes a contract. FCCLA reserves the right to reject copy that is deemed inappropriate to the policies and standards of FCCLA. Advertisers and agencies assume liability for all content of printed advertising and assume responsibility for any claims with regard to printed advertising that may be made against the publisher.