



DIMENSIONS

EDITORIAL CALENDAR | 2011-2012

Each issue of *Dimensions* features career development and business trends articles for a specific career area as well as stories highlighting DECA members as community oriented, professionally responsible, experienced leaders.

SEPTEMBER/OCTOBER

CUSTOMER LOYALTY

Learn how companies have built successful customer loyalty programs to keep their share of the market in a fiercely competitive marketplace.

For advertisers:

Space Reservations: June 20, 2011

Materials Due: June 24, 2011

For writers:

Proposal Deadline: June 6, 2011

Copy Due: June 20, 2011

NOVEMBER/DECEMBER

ENTREPRENEURSHIP

In celebration of Global Entrepreneurship Week, *Dimensions* explores hot entrepreneurship topics and highlights successful DECA entrepreneurs.

For advertisers:

Space Reservations: August 15, 2011

Materials Due: August 19, 2011

For writers:

Proposal Deadline: August 1, 2011

Copy Due: August 15, 2011

JANUARY/FEBRUARY

FASHION MERCHANDISING

Take a look at the fashion merchandising industry, learn how DECA chapters put on their own fashion shows and learn how to dress for success.

For advertisers:

Space Reservations: October 24, 2011

Materials Due: October 28, 2011

For writers:

Proposal Deadline: October 10, 2011

Copy Due: October 24, 2011

APRIL/MAY

HOTEL + LODGING

Get an insider's view of careers and trends in the hotel and lodging industry.

For advertisers:

Space Reservations: January 16, 2012

Materials Due: January 20, 2012

For writers:

Proposal Deadline: January 2, 2012

Copy Due: January 16, 2012
