

DECA Media Kit



*Show 185,000 DECA members
what you have to offer!*

Target the Teen Market: Advertise in DECA Publications

Today's teenagers are a market you can't ignore:

- They have high discretionary income. Teens earn more than \$130 billion dollars each year, spending almost all of it on discretionary items.
- They spend family money. Teens now assume a greater responsibility for household shopping than they did in the past, spending more than \$43 billion of parents' income every year.
- They influence family spending. Teens influence as much as \$200–300 billion in annual household spending.
- The teen population is growing: There are more than 32 million teenagers in the United States, and the teen population is growing at twice the rate of the overall U.S. population. It is expected to reach as high as 44 million in 2020.
- Today's teens will be tomorrow's top consumers. Forward-looking companies should actively market adult brands to teens in order to cement current and future brand loyalty.

Source: "The Teens Market," *Packaged Facts* (Kalorama Information, LLC)

DECA publications reach more than 185,000 teens in the United States, four U.S. territories, Canada and Germany!

Reserve Your Space Today

To take advantage of the opportunity that DECA offers to spread the word about your company, use the DECA Insertion Order Form. Direct your advertising materials to

DECA Inc.
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Questions? Contact DECA's Marketing Department at (703)860-5000 or by fax to (703)860-4013.



PUBLICATIONS



DECA at a Glance

Founded in 1946, DECA is a nonpartisan, non-sectarian 501(c)(3) association of marketing students—185,000 high school and college students and the teachers, school administrators and local business people who support them. The young men and women of DECA are smart, dedicated individuals already actively involved in preparing for successful careers in marketing, management and entrepreneurship. They are experienced in workplace skills and are proven leaders within their peer groups and their neighborhood communities. The majority—generally juniors and seniors in high school—hold jobs, and a surprising percentage own their own businesses. Eighty-six percent of DECA members will pursue postsecondary education.

DECA is not extracurricular; it is an integral part of the classroom instructional program. DECA provides teachers and members with educational and leadership development activities to merge with the classroom instructional program, teaching the skills that a successful career in business requires.

Working hand-in-hand with the educational and business communities, DECA's goal is for its members to develop a "career success kit" to carry into their professional and personal lives after graduation, including

- occupational skills that prepare members for careers in marketing, management and entrepreneurship

- leadership skills
- an understanding and appreciation of civic responsibility
- ethical behavior in personal and business relationships
- an understanding of the role of our free enterprise system in the global economy

To accomplish this, DECA uses on-the-job experience, local chapter projects and a program of competency-based competitive events in specific marketing occupational areas. These events emphasize academic and vocational excellence as building blocks for successful marketing and management careers and demonstrate the direct relationship between marketing education and the real needs of business and industry. Each year, more than 112,000 members participate in competitions on the local, state/provincial and international levels.

DECA Demographics

The ethnic and gender mix of DECA membership closely resembles that of the total student population: 56% female and 44% male.

Student Membership in DECA by Race/Ethnicity

White, non-Hispanic	69%
African American, non-Hispanic	17%
Hispanic	8%
Asian	2%
Other	4%

National Advisory Board and Sales & Marketing Memberships

Invest in the future: help develop tomorrow's business leaders today!

National Advisory Board Membership

Become a member of DECA's National Advisory Board (NAB) and join a select group of leading corporations, associations, universities and foundations who provide advice and counsel to DECA's board of directors and staff. The NAB is crucial to developing and funding programs that enhance the educational experiences of high school and college students preparing for careers in marketing, management and entrepreneurship.

NAB members are involved in a number of beneficial activities.

- Employee recruitment and development. Create effective linkages at the local level between store managers and chapter advisors that can lead to supervised part-time employment while the student is in school and potential full-time employment upon graduation.
- Public relations and community awareness. Showcase your company as a good corporate citizen and an active partner in the development of students.
- Market development and image identification. Promote your products and services to a highly segmented market of young consumers who are leaders in their schools and communities.

The DECA staff assists each individual NAB member in customizing a program of activities that will effectively serve the company's objectives and interests. NAB members select from a variety of activities to accomplish their objectives. The following list provides just a sample of NAB activities:

- Posters for the classroom
- Mystery shopper programs
- Middle management trainees through Delta Epsilon Chi (DECA's college division)
- Seminar presenters and exhibits at store management meetings
- Advertising in DECA publications
- Competitive Events sponsorship
- Scholarship sponsorship

National Advisory Board members agree to

1. Give DECA permission to use their company name as a DECA sponsor.
2. Name an individual to serve as the DECA liaison, represent the company on the NAB and attend NAB meetings. (Note: NAB representatives often have a human resource or public relations background.)
3. Contribute annual NAB dues of \$5,000 plus the cost of customized participation programs.

National Advisory Board and Sales & Marketing Memberships, *continued*

Sales & Marketing Membership

DECA's Sales & Marketing Program is composed of companies interested in promoting their products or services through the local DECA chapter in order to stimulate sales and increase profits. As a member, your company's name will be included in DECA's annual listing of approved fund-raising resources. This information, with product descriptions, is mailed to all DECA chapter advisors. The approved list is also printed in several other publications and appears on the DECA Web site.

Sales & Marketing Companies agree to

1. Give DECA permission to use their company name as a Sales & Marketing Company.
2. Name an individual to serve as the DECA contact and represent your company in the DECA Sales & Marketing Program.
3. Contribute annual Sales & Marketing dues based on level of membership.

Special membership benefits for NAB and Sales & Marketing Companies include:

- A **mailing list** of every DECA chapter across the country. This list is available for purchase at a minimal fee only to DECA business partners. **Receive a *free* mailing list with your initial affiliation at the Business Level.**
- A **25% discount on all advertising** in DECA publications for the duration of your membership. Start to reach directly into the classroom.

- **Discounts on exhibit space** at any of DECA's regional and international conferences.
- A ***free* listing on the DECA Web site**, www.deca.org, with a direct hyperlink to your company's homepage.
- Your company's name, product/service and contact **listed in DECA's annual publication** of affiliated Sales & Marketing Companies distributed to more than 5,000 DECA chapters.
- A **variety of promotional opportunities** specifically targeted to your markets.

To Become a Member

To make your company a part of DECA's National Advisory Board or Sales & Marketing Program, contact your DECA marketing representative.

DECA Corporate Member Programs
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Questions? Contact DECA's Marketing Department at (703) 860-5000 or by fax to (703) 860-4013.

The DECA Publications Program

Choose from a variety of opportunities to reach your target audiences and let DECA put you in the hands of more than 185,000 students and teachers in the classroom.

DECA Dimensions

The popular DECA member magazine is filled with fun, informative business articles and association news as well as features on job skills, leadership development and community service. Every one of DECA's more than 185,000 high school members receives a copy delivered directly to the classroom. *Dimensions* is also placed in high school and college libraries and is used in membership promotion and recruitment. The magazine's actual readership is over 200,000.

The DECA Guide

The DECA Guide is an annual publication that features the official DECA Competitive Events Program guidelines as well as the DECA IMAGES product catalog. DECA's 5,000 teacher-advisor members look forward to receiving the *Guide* and refer back to it repeatedly throughout the year.

The International Career Development Conference Program

DECA prints separate programs for its high school and college International Career Development Conferences (ICDC). These two programs are the annual guides to ICDC activities. They are in constant use by the 15,000+ annual ICDC attendees, many of whom take the publications back to their schools for use in promotion and recruitment.

International and Regional Conference Exhibits

DECA's premier educational offering is its Competitive Events Program. Each year, more than 112,000 DECA members participate in these competitions at local, state/provincial, regional and international conferences. Exhibits at regional and international conferences allow you to personally share your message or products with thousands of DECA members and advisors.

The Advisor

This newsletter is focused on the needs and concerns of the chapter advisor. Published seven times each school year, it delivers news and teaching tools to 5,000 marketing education teachers.

The Chapter Leadership Packet Insert Program

Delivered seven times during the school year, the Chapter Leadership Packet is a popular and highly anticipated kit of tools and information used by teachers for fund-raising ideas and chapter activities. Including your promotion insert in the packet allows DECA advisors access to the resources they need for their students and their chapter.

The DECA Corporate Poster Series

This annual series is supported by individual corporate sponsors to promote DECA membership, competitive events and corporate support. Each professionally designed four-color poster is delivered directly to 5,000 high school classrooms as part of the Chapter Leadership Packet. In addition to guaranteed exposure in the classroom, these posters offer excellent school and community exposure for the sponsor.

The DECA Web Site

Provide students and teachers with easy access to your products and services through the Internet: Link your business's Web page to DECA's at www.deca.org! The DECA Web site also offers you a way to promote your product or service to more than 2,000 DECA school stores via our **school-based enterprises** site at www.schoolbasedenterprises.org. This online merchandise site serves as a wholesale mart exclusively for DECA's network of school-based enterprises.

DECA Planning Calendar

This new publication is your chance to be in front of DECA advisors every day of the year. In addition to being a calendar for scheduling daily events, this book serves as reference, containing articles on successful chapter management throughout the year. This book offers year-long exposure for advertisers.



DECA *Dimensions*

Reach 185,000 DECA members and teachers internationally—four times a year!

Dimensions is the official membership publication of DECA, an Association of Marketing Students. *Dimensions'* readers are high school students—generally juniors and seniors—actively preparing for careers in marketing, management and entrepreneurship. Eighty-six percent of them will go on to college, while the remainder enter directly into the work force. Advertising in *Dimensions* guarantees you a quality audience: an influential teen market with a discretionary, spendable income.

Each issue of *Dimensions* provides readers with a mix of information on subjects such as current business topics, personal and leadership development, business ethics, continuing education, job search strategies, local chapter activities, and DECA competitions and conferences. Every individual high school member receives a copy of each issue. Issue content is used as a tool by the teacher and integrated into classroom instruction. *Dimensions* is also placed in school and community libraries and used in chapter promotion and recruitment.

Paid circulation: 185,000 members and other subscribers.

Advertise or Recruit Skilled Employees

DECA's members constitute an impressively skilled entry-level work force. This attracts a strong roster of advertisers, including national retail chains, colleges and universities, trade-specific schools, industry associations, fund-raising product vendors and others interested in reaching the teen market to advertise or to recruit.

Link Business and Education

Issues and topics in *Dimensions* are a coordinated part of an ongoing initiative undertaken by DECA, which works closely with businesses and industries to determine the key skills that employees must have today . . . and tomorrow. DECA then translates those needs into classroom projects and activities. More than 60 major U.S. businesses and organizations sit on DECA's National Advisory Board. *Dimensions* helps get their message into the classroom and makes it relevant to today's youth—tomorrow's business leaders.

Issues and Closing Dates

Dimensions is published four times during the school year: in September/October, November/December, January/February and March/April. Closing date for space reservations is eight weeks preceding the month of publication. Ad art is due no later than seven weeks preceding the month of publication.

To Place Advertisements

For specific closing dates or more information on advertising in *Dimensions*, use the DECA Insertion Order Form or direct inquiries to

DECA Dimensions
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Questions? Contact the DECA Marketing Department at (703) 860-5000 or by fax to (703) 860-4013.

DECA *Dimensions* Production Specs

Please copy this page for your graphic arts department.

Page size is 8.25" W x 10.875" H. Please add .125" on all sides for bleed.

Basic (Black & White) Ad Rates

Number of Inserts*		1	2	3	4
Full page	7.25" W x 9.75" H	\$2,700	\$2,600	\$2,500	\$2,400
Two-thirds page	5" W x 9.75" H	2,100	2,000	1,950	1,925
One-half page	7.25" W x 4.75"H	1,500	1,400	1,350	1,300
One-third page	Vert., 2.875" W x 9.75" H Horiz., 4.75" x 4.75"	1,100	1,050	1,000	950
One-sixth page	2.875" W x 4.75" H	600	590	550	520

*Member rates available for NAB and DECA Sales & Marketing members. Contact your DECA marketing representative.

Color Rates

For 4-color process, add \$1,500 per page to basic ad rate.

Special Position Ad Rates

Number of Inserts	1	2	3	4
Back cover	\$4,400	\$4,200	\$3,900	\$3,700
Inside back and inside front covers	3,300	3,100	2,800	2,600
Center spread	5,500	5,300	5,000	4,800

Requests for special positions, other than covers and center spread, will incur a 20% surcharge over the basic ad rate.

Mechanical Requirements

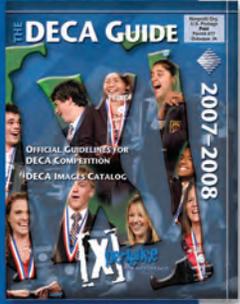
Ads sent electronically (by email or on disk) are required. DECA's Publication's Department works from an OS-X Macintosh platform. Formats accepted are PDF (PDF/X-1a compliant), 300 dpi tiff, EPS, or Quark files with all images and fonts included. Adobe Illustrator EPS files should have all text converted to outlines. Color ads must be CMYK and color proofs must be provided. All images must be 300 dpi at actual size. DECA is not responsible for errors in key numbers or changes made after closing dates.

Dimensions is printed by web offset on 70# coated dull cover, 45# dull text.

Trim size: 8.25" x 10.875" • Image area: 7.75" x 10.375" • Bleed size: 8.5" x 11.125"

Production Questions

Direct inquiries and advertising materials to: DECA *Dimensions*
Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594
Phone (703) 860-5000 • Fax (703) 860-4013



The DECA *Guide*

Advertise in the publication that's active in the classroom all year long!

The DECA Guide is an annual publication used by 5,000 DECA advisors in high school classrooms across the United States and in Canada, Germany and the U.S. territories. DECA mails the *Guide* directly into the schools and, throughout the year, advisors use it to select and purchase fund-raising items, educational materials and chapter supplies. This is the primary resource for DECA members to learn about and access your products or services.

Advertisers include makers and distributors of national retailers, fund-raising companies, direct mail distributors, colleges, universities, marketing trade schools and others.

Year-round Exposure in The DECA Guide

The *Guide* is each chapter's primary source of information on and guidelines for DECA's Competitive Events Program. As the "bible" of competitive event participation for more than 112,000 DECA competitors, the *Guide* is among DECA's most-used tools in high school classrooms.

The DECA Guide offers access to a highly desirable reading audience for your products or services—at very reasonable rates!

Issue Closing Dates

DECA's *Guide* is published each summer and mailed in time to reach the classroom in August. Closing date for space reservations is the first week of May. Ad art is due no later than the second week of May. See the DECA Insertion Order Form for specific dates.

To Place Advertisements

To reserve space for your ad in this publication, use the DECA Insertion Order Form. Direct your advertising materials to

DECA Guide
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Questions? Contact DECA's Marketing Department at (703) 860-5000 or by fax to (703) 860-4013.

Guide Production Specs

Please copy this page for your graphic arts department.

Mechanical Requirements

Ads sent electronically (by email or on disk) are required. DECA's Publication's Department works from an OS-X Macintosh platform and accepts art in either PDF (prepared for press using hi-res graphics) or in native Quark 6.5 or InDesign CS2 or as Photoshop 300 dpi tiffs or Illustrator EPS files. Please include all linked graphics and fonts used. Convert text to outlines in Illustrator. Color ads must be CMYK and color proofs must be provided. DECA is not responsible for errors in key numbers or changes made after closing dates.

Printed by web offset.

Trim size: 8.5" x 10.875" • Bleed size: 8.75" x 11.125" • Image area: 7.5" x 9.875"

Advertising Rates

Only full-page ads accepted.

	Member Organization*	Non-member Organization
Full page black and white (base rate)	\$1,600	\$2,000
2 colors (black and issue's 2nd color), base plus	800	950
4-color process (limited availability), base rate plus	2,000	2,300

*Member of DECA's National Advisory Board or a member of DECA's Sales & Marketing Company Program. Ask your DECA marketing representative for details on either opportunity.

Special Position

Back cover	\$5,000	\$6,000
Inside front or inside back cover	4,000	5,000

Production Questions

Direct inquiries and advertising materials to:

The DECA Guide
Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Phone (703) 860-5000 • Fax (703) 860-4013



The DECA International Career Development Conference Programs

Be a presence at DECA's perennially successful conferences!

DECA's conference programs are the official publications of DECA's annual International Career Development Conferences. Expected attendance at both the High School and the Delta Epsilon Chi (college) Division conferences includes more than 15,000 DECA/ΔEX members and advisors—a highly motivated audience with significant discretionary income.

The program is a constant reference companion for conference attendees. It includes important information and the complete conference agenda. **Attendees also have the time to read through the program—and your ad—carefully**, at their leisure and most take their programs home with them to share with other members.

In addition to basic conference resources such as program schedules, maps and conference activities, the 64-page High School Conference Program and the 32-page Delta Epsilon Chi Conference Program also include information on DECA competitions, exhibitors, profiles on keynote speakers, schedules of workshops, meetings and more. This is a must-read guide for every attendee.

For the biggest return, choose to advertise in both the DECA High School and Delta Epsilon Chi Conference Programs!

Not only are DECA members potential customers but they also make up an impressively skilled entry-level work force. Of DECA's high

school members, 86% plan to continue their education at the postsecondary level, while the remainder plan to put their marketing skills to work immediately after high school. Members of Delta Epsilon Chi, DECA's college division, are advancing their education for careers in marketing, management and entrepreneurship.

Program Closing Dates

DECA's International Career Development Conference Programs are distributed to each conference attendee on site. Closing date for both space reservations and artwork is February—see the DECA Insertion Order Form for specific dates. Cancellation of any order by an advertiser or agency must be in writing and must be received by the space reservation closing date.

To Place Advertisements

To reserve space for your ad in either or both conference programs, use the DECA Insertion Order Form. Direct your advertising materials to

DECA Conference Programs
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Questions? Contact DECA's Marketing Department at (703) 860-5000 or by fax to (703) 860-4013.

DECA Conference Program Production Specs

Please copy this page for your graphic arts department.

Mechanical Requirements

Ads sent electronically (by email or on disk) are required. DECA's Publication's Department works from an OS-X Macintosh platform and accepts art in either PDF (prepared for press using hi-res graphics) or in native Quark 6.5 or InDesign CS2 or as Photoshop 300 dpi tiffs or Illustrator EPS files. Please include all linked graphics and fonts used. Convert text to outlines in Illustrator. Ads must be CMYK and color proofs must be provided. DECA is not responsible for errors in key numbers or changes made after closing dates.

Trim Size: 8.5" x 11" • Bleed: 8.75" x 11.25"

Keep live matter $\frac{3}{4}$ inch from gutter and $\frac{1}{2}$ inch from trimmed edges.

Advertising Rates

Back cover (Live area 7.5" W x 10" H)	\$5,500
Inside front or back cover (Live area 7.5" x 10")	4,000
Full page color (Live area 7.5" x 10")	3,000
Full page B&W (Live area 7.5" x 10")	1,500
1/2 page horizontal color (7.5" x 4.75")	1,000
1/2 page vertical color (3.5" x 10")	1,000

Members of DECA's National Advisory Board or DECA's Sales & Marketing Company program will receive a discount on the above rates. Ask your DECA marketing representative for details on either opportunity.

Production Questions

Direct inquiries and advertising materials to:

DECA Conference Programs
Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Phone (703) 860-5000 • Fax (703) 860-4013



DECA's International and Regional Conference Exhibits

DECA is one of America's best recognized and most effective student associations. With a total student membership of 185,000, DECA's four regions include chapters in all 50 states, the District of Columbia, the U.S. territories, Canada and Germany.

DECA's premier educational offering is its Competitive Events Program. Each year more than 112,000 competitors participate, testing their business knowledge and skills at the local, state/provincial, regional and international level competitions.

Attendance at DECA's International Career Development Conferences each year exceeds 15,000 student members. Both the High School and the Delta Epsilon Chi (college) divisions of DECA offer opportunities for you to exhibit at their international conferences.

And—each November, DECA's four regions host **Fall Leadership Conferences**. One regional conference alone may attract student members from up to 15 states, making the conferences an excellent way to target your area market. At each conference, you'll see a mix of students, advisors and business attendees. What better way to reach so many potential customers and employees at once?

Contact your DECA marketing representative for the dates and exhibit prospectuses of DECA's conferences!

Booth Equipment Provided for International Conference

Exhibit fee includes a 6-foot table, draped; 3-foot side rails; an 8-foot backdrop; two chairs and 7- x 44-inch identification signage. DECA will also provide necessary security during the hours that the exhibit hall is closed. Fee does not include labor, shipping charges, special lighting,

or electrical connections. Exhibits cannot be sublet or shared.

Exhibit Policy

DECA will strictly enforce trademark infringements. Any product displaying characters and/or names where licensing is necessary (i.e., Disney, Warner Bros., Hard Rock Cafe, etc.) must submit a copy of the licensing agreement prior to the conference. DECA also restricts the sale or display of any product (including clothing) that refers to DECA, Marketing Education, Career Development Conference, International Conference, Regional Conference, Delta Epsilon Chi or the Association of Marketing Students.

Exhibit Rates for International Conference

	Member* Organization	Non-member Organization
"A" Booths	\$1025	\$1500
"B" Booths	\$900	\$1200

*Member of DECA's National Advisory Board or DECA's Sales & Marketing Company Program. Ask your DECA member representative for details on these opportunities.

To Reserve Exhibit Space

Use the DECA Insertion Order Form to reserve exhibit space at DECA's regional and international conferences. Direct inquiries to

DECA Exhibits
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Questions? Contact DECA's Marketing Department at (703) 860-5000 or by fax to (703) 860-4013.

EXHIBITS



The *Advisor*

Your direct line to the DECA chapter advisor!

Reach more than 5,000 teachers and chapters nationwide with the *Advisor*!

This popular DECA newsletter is focused on the needs and concerns of DECA's teacher-advisors, and as such is delivered directly to them in the classroom. Packed with information, the *Advisor* provides DECA's 5,000 advisors with tips and tools to make their job easier. If you need to reach the teacher in the classroom, this is your opportunity! Outside advertising space is limited in each issue to one full page, narrowing the reader's attention to your ad exclusively.

Issue Closing Dates

The *Advisor* is published seven times during the school year as part of the DECA Chapter Leadership Packet. Closing date for space reservations is eight weeks preceding the month of publication. Ad art is due no later than seven weeks preceding the month of publication. See the DECA Insertion Order Form for specific dates. Acceptance of advertising is on a first-come basis, so reserve your issue early!

To Place Advertisements

To reserve space in this publication for your ad, use the DECA Insertion Order Form. Direct advertising materials to

The DECA *Advisor*
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Questions? Contact DECA's Marketing Department at (703) 860-5000 or fax to (703) 860-4013.

THE ADVISOR

DECA *Advisor* Production Specs

Please copy this page for your graphic arts department.

Mechanical Requirements

Ads sent electronically (by email or on disk) are required. DECA's Publication's Department works from an OS-X Macintosh platform and accepts art in either PDF (prepared for press using hi-res graphics) or in native Quark 6.5 or InDesign CS2 or as Photoshop 300 dpi tiffs or Illustrator EPS files. Please include all linked graphics and fonts used. Convert text to outlines in Illustrator. Four-color ads must be CMYK and color proofs must be provided. DECA is not responsible for errors in key numbers or changes made after closing dates.

Trim Size: 8.375" x 10.5" • Bleed: 8.625" x 10.75" • Live area: 7.875" x 10"

Keep live matter ³/₈ inch from trimmed edges.

Advertising Rates

Six issues of the *Advisor* are printed in two colors (black and a PMS spot color chosen for that month). The January issue is an expanded edition and is printed in four-color process. Only full-page ads are accepted.

	Member * Organization	Non-member Organization
Black and white	\$1,600	\$1,800
Black and second PMS color	2,000	2,500
4-color	2,500	3,000

* Member of DECA's National Advisory Board or Sales & Marketing Company Program. Ask your DECA marketing representative for details on either opportunity. Two-color (black and issue's second color) and four-color process rates are available upon request. Contact your DECA marketing representative for more information.

Production Questions

Direct inquiries and advertising materials to

DECA *Advisor*
Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Phone (703) 860-5000 • Fax (703) 860-4013



The DECA Chapter Leadership Packet Insert Program

Be a part of DECA's most anticipated mailing!

Teacher-advisors eagerly look for this packet of DECA tips and tools to arrive seven times a year. They review each packet carefully—they know the contents of each of these direct mailings make their teaching and chapter management jobs easier. Let us include your company's promotional insert with every leadership packet we send and, for a nominal fee, your message is guaranteed to reach each and every DECA high school chapter—more than 5,000 in all. All you need to do is to provide the printed piece, and we do the rest.

The DECA Leadership Packet goes into the classroom seven times a year. You choose the month or months when you want your insert to be seen!

Closing Dates

To reserve your space and indicate which month's packet you want to be part of, use the DECA Insertion Order Form. Deliver 5,200 copies of your piece to our mailhouse by the date indicated on the Insertion Order Form; at the same time, a sample piece must be received by DECA. It's that easy!

Program Restrictions

Flyers must not exceed a folded size of 8.5 x 11 inches. DECA reserves the right to accept or reject advertising of a questionable nature. DECA is not responsible for errors in the provided printed pieces. **Items causing the packet to exceed normal mailing weight will incur additional charges.** Insertions are accepted on a first-come basis.

Insertion Rates

	Member * Organization	Non-member Organization
Per advertising piece per mailing	\$1,000	\$1,200

*This includes all members of DECA's National Advisory Board and Sales & Marketing Company Program. Ask your DECA marketing representative for details on these opportunities.

To Place Advertisements

To reserve space for your promotion in the Chapter Leadership Packet, use the DECA Insertion Order Form. Direct your advertising materials to

DECA Chapter Leadership Packet Program
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Questions? Contact DECA's Marketing Department at (703) 860-5000 or by fax to (703) 860-4013.



The DECA Corporate Poster Series

Promote your image in the school and the community!

Reinforce your corporate name recognition with DECA members and educators—promote corporate recruitment programs.

Today's young consumers and entry-level employees are out there—in the classroom. You need to convince them that your company is the one that can give them the products and services they're looking for, or that can put them on the track to success with training and opportunity. They need to know your name!

With sponsorship of a DECA motivational or testimonial poster, you

- Promote your corporate identity year-round using a noncommercial, positive approach helpful to both students and teachers.
- Take your name into more than 5,000 DECA/marketing education classrooms. The use-life of these colorful posters is measured in months, even years; teachers often mount and laminate them.
- Encourage students to enroll in marketing education. These students potentially are your future employees. You'll want them to have the skills you require.
- Showcase your name and message through DECA displays in the halls and malls, attracting the attention of others in the school and community.
- Identify yourself as a supporter of the community's successful, progressive marketing education programs.

This successful promotion tool is delivered directly to DECA/marketing education classrooms as an insert in the highly popular DECA

Chapter Leadership Packet. Additional quantities can be printed for your own use. Sponsorship includes printing, mailing and postage.

Send your message to schools!

Closing Dates

The DECA Chapter Leadership Packet is distributed seven times during the school year. Closing date for space reservations is eight weeks preceding the month of publication. Poster art is due no later than seven weeks preceding the month of publication. See the DECA Insertion Order Form for specific dates.

Design Options

- A: The sponsoring company may assign design of their DECA poster to their in-house graphics department or usual agency. Poster concept must be approved by DECA at least 10 days prior to final artwork being submitted.
- B: The sponsoring company may choose to have DECA develop poster copy and design using DECA's professional design staff. In this case, concept and design is submitted for sponsor approval at least seven days prior to press date.
- C: You may choose to print an additional message on the back of your four-color poster for an additional cost. The second side is printed one-color only.

DECA Poster Series Production Specs

Please copy this page for your graphic arts department.

Mechanical Requirements

Ads sent electronically (by email or on disk) are required. DECA's Publication's Department works from an OS-X Macintosh platform and accepts art in either PDF (prepared for press using hi-res graphics) or in native Quark 6.5 or InDesign CS2 or as Photoshop 300 dpi tiffs or Illustrator EPS files. Please include all linked graphics and fonts used. Convert text to outlines in Illustrator. Files must be CMYK and color proofs must be provided. Printed size is 17 x 22 inches (add a .125" bleed all around) or larger, folded to fit a 9- x 12-inch envelope. (Optional: second side, one-color)

Sponsorship Fees

	Member Organization*	Non-member Organization
<i>Option A:</i> four-color process, one side	\$5,000	\$5,500
<i>Option B:</i> four-color process, one side	5,500	6,000
<i>Option C:</i> second side, one-color (additional to base fee)	500	650

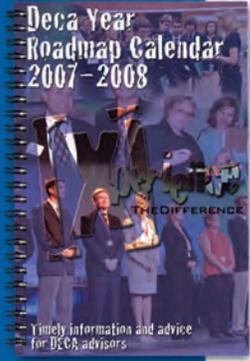
*Member of DECA's National Advisory Board or Sales & Marketing Company Program. Ask your DECA marketing representative for details on either opportunity. Fee includes printing, mailing and postage.

To Place Advertisements

To reserve space for your corporate poster in the DECA Chapter Leadership Packet, use the DECA Insertion Order Form. Direct inquiries and advertising materials to

DECA Corporate Poster Sponsorship
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Questions? Contact DECA's Marketing Department at (703) 860-5000 or by fax to (703) 860-4013.



The DECA Planning Calendar

Year-long exposure to the DECA chapter advisor!

This publication has been very successful in its debut year. If you are looking for a way to be in front of DECA advisors every day of the year, this is the place to be.

The planning calendar is more than you might expect. Not only does it offer advisors a place to organize their daily activities, it also contains information on important dates throughout the DECA year.

Even more important, the planning calendar is a resource for DECA advisors. Each month features articles, interviews and links to the DECA Web site and Chapter Management System—all designed to assist the advisor with the important events that occur during that part of the year.

You can count on lots of exposure as advisors return to this calendar again and again—even after the year is over!

Issue Closing Dates

The planning calendar is published at the beginning of the summer and runs from July 1 through June 30. Ads must be reserved by early May and arrive at DECA by mid-May. See the DECA Insertion Order Form for specific dates. Acceptance of advertising is on a first-come basis, so reserve your space early!

To Place Advertisements

To reserve space in this publication for your ad, use the DECA Insertion Order Form. Direct advertising materials to

The DECA Planning Calendar
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Questions? Contact DECA's Marketing Department at (703) 860-5000 or fax to (703) 860-4013.

PLANNING CALENDAR

DECA Planning Calendar Production Specs

Please copy this page for your graphic arts department.

Mechanical Requirements

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Trim Size: 5.375" x 8.375" • Bleed: 5.625" x 8.625" • Live area: 4.625" x 7.625"

Keep live matter 1/2 inch from trimmed edges.

Advertising Rates

The DECA Planning Calendar is printed in 4-color. Only full-page ads are accepted.

	Member * Organization	Non-member Organization
4-color ad	\$1,500	\$2,000
Back cover	4,500	5,000
Inside cover (front or back)	3,000	3,500
Special placement (specific month)	Contact your DECA marketing representative for pricing.	
Multiple months	Contact your DECA marketing representative for pricing.	

* Member of DECA's National Advisory Board or Sales & Marketing Company Program. Ask your DECA marketing representative for details on either opportunity. Contact your DECA marketing representative for more information.

Production Questions

Direct inquiries and advertising materials to

DECA Planning Calendar
Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Phone (703) 860-5000 • Fax (703) 860-4013



The DECA Web Site (www.DECA.org)

Tap into a growing market!

Fast, Continuous Access to Your Products and Services

Promote your company to 185,000 DECA members by linking your business's Web page to DECA! It's the easiest way to provide students and teachers with fast access to your products and services.

Check us out on the Web at www.deca.org and call today to ask about how to go online with DECA.

DECA's School-based Enterprise (SBE) Web Site

DECA chapters operate more than 2,000 school-based enterprises (school stores). This Web site offers your company an opportunity to promote your product or service to these DECA chapters. Become a vendor on the Web site and receive the following benefits:

- Promotion of your company name, product and/or service.
- Hyperlink to your company homepage.

Cost:

Non-member \$500

*Member \$0

* Member of DECA's National Advisory Board or Sales & Marketing Company program. At their request, current members can be linked at no charge by contacting the DECA Marketing Department at (703) 860-5000.

DECA Trademark and Internet Policy

Please be advised that DECA has registered all of its designating emblems, logos and insignia. State and local DECA chapters are permitted to use only the trademarked official DECA logo on printed materials, promotional items and displays with the important exception that they

may not be used on items that are for resale. These restrictions also apply to the words (in any form) DECA, International Conference, Career Development Conference, or An Association of Marketing Students.

The collegiate style crest design and the graphic logos used on all merchandise and apparel may not be used by chapters, states or vendors for any purpose whatsoever; they are merchandising designs exclusively for DECA IMAGES products.

Anyone using DECA and ΔEX protected logos and graphics illegally takes money out of the scholarship and program funds designed for all DECA members.

Permission must be granted for the use of DECA's logo on the Web. DECA will not link with sites promoting alcohol, tobacco or firearms. DECA encourages links to sites that are educational or informational, promote leadership principles or provide career information. We welcome vendors who offer products that further DECA's goals or who provide appropriate fund-raising opportunities. DECA reserves the right to reject sites of a questionable nature.

For More Information

Use the DECA Insertion Order Form or direct inquiries to:

DECA Online

Attn: Marketing Department

1908 Association Drive

Reston, Virginia 20191-1594

Questions? Contact DECA's Marketing Department at (703) 860-5000 or by fax to (703) 860-4013.

DECA Insertion Order Form for 2008–2009

DECA Dimensions

Select the issue to feature your ad. Take advantage of frequency discounts!

- Sept./Oct. 2008 *Dimensions*
Reserve by 7/7/08; art due 7/11/08
- Nov./Dec. 2008 *Dimensions*
Reserve by 9/5/08; art due 9/9/08
- Jan./Feb. 2009 *Dimensions*
Reserve by 10/30/08; art due 11/5/08
- Mar./April 2009 *Dimensions*
Reserve by 1/8/09; art due 1/13/09

Ad Size (see publication description for specs)

- Full page 2/3 page 1/2 page
- 1/3 page 1/6 page

Special Placement (at additional cost)

- back cover inside cover, front/back

Color Request (at additional cost)

- 4-color process

Ad Art

- will arrive by date due enclosed
- Pick up from _____ issue

DECA Advisor

Select the issue to feature your ad. Space assigned on a first-come basis. Full-page ads only.

- September 2008 *DECA Advisor*
Reserve by 7/7/08; art due 7/14/08
- October 2008 *DECA Advisor*
Reserve by 8/8/08; art due 8/15/08
- November 2008 *DECA Advisor*
Reserve by 9/5/08; art due 9/12/08
- January 2009 *DECA Advisor*
Reserve by 11/5/08; art due 11/12/08
- February 2009 *DECA Advisor*
Reserve by 12/5/08; art due 12/12/08
- March 2009 *DECA Advisor*
Reserve by 1/7/09; art due 1/14/09
- May 2009 *DECA Advisor*
Reserve by 3/6/09; art due by 3/13/09

Ad Art

- will arrive by date due is enclosed
- will be black and white
- will be black and issue's 2nd color
- will be 4-color (January issue)

DECA Poster Program

Choose the mailing to feature your poster

- September 2008 Leadership Packet
Reserve by 6/6/08; art due 7/7/08
- October 2008 Leadership Packet
Reserve by 7/8/08; art due 8/8/08
- November 2008 Leadership Packet
Reserve by 8/6/08; art due 9/5/08
- January 2009 Leadership Packet
Reserve by 10/3/08; art due 10/30/08
- February 2009 Leadership Packet
Reserve by 10/30/08; art due 12/1/08
- March 2009 Leadership Packet
Reserve by 12/5/08; art due 1/6/09
- May 2009 Leadership Packet
Reserve by 2/6/09; art due 3/6/09

Poster Art

- will arrive by date due enclosed
- DECA to design

Chapter Leadership Packet Insert Program

Choose the mailing to feature your insert. Space is limited. 5,200 prepared inserts due at DECA by insert date. Inserts may not exceed 8½ x 11 inches folded.

- September 2008 Leadership Packet
Reserve by 7/4/08; insert by 8/8/08
- October 2008 Leadership Packet
Reserve by 8/8/08; insert by 9/12/08
- November 2008 Leadership Packet
Reserve by 9/5/08; insert by 10/10/08
- January 2009 Leadership Packet
Reserve by 11/5/08; insert by 12/12/08
- February 2009 Leadership Packet
Reserve by 12/2/08; insert by 1/9/09
- March 2009 Leadership Packet
Reserve by 1/5/09; insert by 2/13/09
- May 2009 Leadership Packet
Reserve by 3/6/09; insert by 4/17/09

Link to DECA's Web Site

- Yes! Contact me about linking to the DECA Web site (www.deca.org).
- Yes! Link my company to the DECA School-based Enterprise Web site (www.schoolbasedenterprises.org).

2008 DECA Guide

Reserve by 5/2/08; art due 5/9/08.

Special Placement (at additional cost)

- back cover inside cover, front/back

Color Request (at additional cost)

- 4-color process (availability limited)
- 2-color (black plus issue's 2nd color)

Ad Art ...

- Reprint from the previous year's *Guide*
- enclosed will arrive by date due

2009 ICDC Programs

Choose the ICDC program you want to feature your ad. *Reserve by 2/3/09; ad art due 2/10/09.*

- High School Division Both
- Delta Epsilon Chi Division

Ad Size (see publication description for specs)

- Full page 2/3 page 1/2 page
- 1/3 page 1/6 page

Ad Art

- Black and white
- 4-color available at additional cost
- 2-color (black plus program's 2nd color) available at additional cost
- will arrive by date due enclosed
- Reprint from the 2008 ICDC Program

DECA Conference Exhibits

Yes! I want to promote my products/programs at the 2009 DECA International Career Development Conference. Send me an Exhibit Prospectus.

Yes! I want to promote my products/programs at DECA Regional Leadership Conferences. Please send me an Exhibit Prospectus for the following regions:

- North Atlantic Region Central Region
- Western Region Southern Region

2008 DECA Planning Calendar

Reserve by 5/7/08; art due 5/14/08. All ads are 4-color and full page.

Special Placement (at additional cost)

- back cover inside cover, front/back
- specific month multiple months

Ad Art

- enclosed will arrive by date due

YES! Please reserve advertising space in DECA Publications Program(s) for me, as indicated on the front.

Name		
Title		
Company		
Address		
City	State	Zip
Phone	Fax	
E-mail		
Signature	Date	

Terms of Contract

This form is your advertising space contract. Please refer to the descriptions of individual publications programs for complete details of each. Contracts for advertisements are cancelable, and insertion orders are transferable, only on written notice six weeks preceding the date of the issue. DECA is not responsible for adjusting colors or correcting text. Previous advertisements will be reprinted according to contract or insertion order when new artwork is not received. DECA is not responsible for errors in key numbers or changes made after closing dates.

Note: DECA publications programs do not accept liquor, beer, tobacco or firearms advertisements. The publisher reserves the right to accept or reject advertising of a questionable nature. Submitting an insertion order is construed as an acceptance of all the rates and conditions outlined in this media kit.

Agency Commission/Terms

Commission is paid to recognized agencies only—15 percent of gross on display rate; no cash discounts. Agency commission is forfeited if invoices are not paid within 30 days of billing. Bills are rendered on publication, net 30 days. Attorney's fees of 15 percent of amount due will be added to accounts referred for collection.

Advertisers and advertising agencies are held jointly responsible for payment to publisher for all space purchased under this rate card.

Charges for the following will be billed to the advertiser: resizing ads, corrections on existing ad or film, duping film, color separations, scans, color keys when not supplied and extra typesetting charges.



Trademark Infringement

Please be advised that DECA has registered all of its designating emblems, logo and insignia, including those shown on this page. All designs found on the DECA Web site or in any DECA publication remain the copyrighted property of DECA Inc. State and

local chapters are permitted to use the official logo on printed items intended for promotion and display only, with the important exception that they may not be used on items that are for resale. These restrictions apply to all of our graphic logos and also to these words (in any form): DECA, Marketing Education, International Conference, Career Development Conference, Regional Conference, or An Association of Marketing Students.

Mail your space reservation today to:

DECA Inc.
Attn: Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594
Phone (703) 860-5000

Or, if you prefer, simply fax it to

Marketing Department
DECA Inc.
Fax (703) 860-4013