

# **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.

# DECA *Advisor* Production Specs

Please copy this page for your graphic arts department.

## Mechanical Requirements

Ads sent electronically (by email or on disk) are preferred. DECA's Publication's Department works from an OS-9 Macintosh platform and accepts art in either PDF (prepared for press using hi-res graphics) or in native Quark 4 or as Photoshop 6 or Illustrator 8 EPS files. Please include all linked graphics and fonts used. Convert text to outlines in Illustrator. For color ads, color separations and color proofs must be provided. Film (133-line screen, 240 density, right reading emulsion down negatives) will be scanned to digital files. 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 <sup>3</sup>/<sub>8</sub> inch from trimmed edges.

## Advertising Rates

Six issues of the *Advisor* are printed in two colors (black and a PMS color chosen for that month). The January issue is an expanded edition and is printed in 4-color. 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

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