



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 design 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 Ads* (Price per ad)		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 Ads (Price per ad)	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 a Macintosh OS-X platform. Formats accepted are PDF (PDF/X-1a compliant, prepared for press using CMYK 300 dpi graphics) or InDesign CS3 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. 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

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