

# **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 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.

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

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