

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