

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.

DECA Planning Calendar 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: 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

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