

The DECA Corporate Poster Series

Promote your image in the school and the community!

Reinforce your corporate name recognition with DECA members and educators—promote corporate recruitment programs.

Today's young consumers and entry-level employees are out there—in the classroom. You need to convince them that your company is the one that can give them the products and services they're looking for, or that can put them on the track to success with training and opportunity. They need to know your name!

With sponsorship of a DECA motivational or testimonial poster, you

- Promote your corporate identity year-round using a noncommercial, positive approach helpful to both students and teachers.
- Take your name into more than 5,000 DECA/marketing education classrooms. The use-life of these colorful posters is measured in months, even years; teachers often mount and laminate them.
- Encourage students to enroll in marketing education. These students potentially are your future employees. You'll want them to have the skills you require.
- Showcase your name and message through DECA displays in the halls and malls, attracting the attention of others in the school and community.
- Identify yourself as a supporter of the community's successful, progressive marketing education programs.

This successful promotion tool is delivered directly to DECA/marketing education classrooms as an insert in the highly popular DECA

Chapter Leadership Packet. Additional quantities can be printed for your own use. Sponsorship includes printing, mailing and postage.

Send your message to schools!

Closing Dates

The DECA Chapter Leadership Packet is distributed seven times during the school year. Closing date for space reservations is eight weeks preceding the month of publication. Poster art is due no later than seven weeks preceding the month of publication. See the DECA Insertion Order Form for specific dates.

Design Options

- A: The sponsoring company may assign design of their DECA poster to their in-house graphics department or usual agency. Poster concept must be approved by DECA at least 10 days prior to final artwork being submitted.
- B: The sponsoring company may choose to have DECA develop poster copy and design using DECA's professional design staff. In this case, concept and design is submitted for sponsor approval at least seven days prior to press date.
- C: You may choose to print an additional message on the back of your four-color poster for an additional cost. The second side is printed one-color only.

DECA Poster Series Production Specs

Please copy this page for your graphic arts department.

Mechanical Requirements

Send art electronically (on CD). DECA's Publication's Department works from an OS-9 Macintosh platform and accepts art in either PDF (prepared 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. Submit artwork on disk, color separated with a color proof. Printed four-color process, 150-line screen, negatives right reading emulsion down. (Art that is submitted on film will be scanned to a digital file.) Printed size is 17 x 22 inches (add a .125" bleed all around) or larger, folded to fit a 9-x 12-inch envelope. (Optional: second side, one-color)

Sponsorship Fees

	Member Organization*	Non-member Organization
<i>Option A:</i> four-color process, one side	\$5,000	\$5,500
<i>Option B:</i> four-color process, one side	5,500	6,000
<i>Option C:</i> second side, one-color (additional to base fee)	500	650

*Member of DECA's National Advisory Board or Sales & Marketing Company Program. Ask your DECA marketing representative for details on either opportunity. Fee includes printing, mailing and postage.

To Place Advertisements

To reserve space for your corporate poster in the DECA Chapter Leadership Packet, use the DECA Insertion Order Form. Direct inquiries and advertising materials to

DECA Corporate Poster Sponsorship
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.