

The DECA International Career Development Conference Programs

Be a presence at DECA's perennially successful conferences!

DECA's conference programs are the official publications of DECA's annual International Career Development Conferences. Expected attendance at both the High School and the Delta Epsilon Chi (college) Division conferences includes more than 15,000 DECA/ΔEX members and advisors—a highly motivated audience with significant discretionary income.

The program is a constant reference companion for conference attendees. It includes important information and the complete conference agenda. **Attendees also have the time to read through the program—and your ad—carefully**, at their leisure and most take their programs home with them to share with other members.

In addition to basic conference resources such as program schedules, maps and conference activities, the 64-page High School Conference Program and the 32-page Delta Epsilon Chi Conference Program also include information on DECA competitions, exhibitors, profiles on keynote speakers, schedules of workshops, meetings and more. This is a must-read guide for every attendee.

For the biggest return, choose to advertise in both the DECA High School and Delta Epsilon Chi Conference Programs!

Not only are DECA members potential customers but they also make up an impressively skilled entry-level work force. Of DECA's high

school members, 86% plan to continue their education at the postsecondary level, while the remainder plan to put their marketing skills to work immediately after high school. Members of Delta Epsilon Chi, DECA's college division, are advancing their education for careers in marketing, management and entrepreneurship.

Program Closing Dates

DECA's International Career Development Conference Programs are distributed to each conference attendee on site. Closing date for both space reservations and artwork is February—see the DECA Insertion Order Form for specific dates. Cancellation of any order by an advertiser or agency must be in writing and must be received by the space reservation closing date.

To Place Advertisements

To reserve space for your ad in either or both conference programs, use the DECA Insertion Order Form. Direct your advertising materials to

DECA Conference Programs
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.

DECA Conference Program Production Specs

Please copy this page for your graphic arts department.

Mechanical Requirements

Ads sent electronically (by email or on disk) are required. DECA's Publication's Department works from an OS-X Macintosh platform and accepts art in either PDF (prepared for press using hi-res graphics) or in native Quark 6.5 or InDesign CS2 or as Photoshop 300 dpi tiffs or Illustrator EPS files. Please include all linked graphics and fonts used. Convert text to outlines in Illustrator. Ads must be CMYK and color proofs must be provided. DECA is not responsible for errors in key numbers or changes made after closing dates.

Trim Size: 8.5" x 11" • Bleed: 8.75" x 11.25"

Keep live matter $\frac{3}{4}$ inch from gutter and $\frac{1}{2}$ inch from trimmed edges.

Advertising Rates

Back cover (Live area 7.5" W x 10" H)	\$5,500
Inside front or back cover (Live area 7.5" x 10")	4,000
Full page color (Live area 7.5" x 10")	3,000
Full page B&W (Live area 7.5" x 10")	1,500
1/2 page horizontal color (7.5" x 4.75")	1,000
1/2 page vertical color (3.5" x 10")	1,000

Members of DECA's National Advisory Board or DECA's Sales & Marketing Company program will receive a discount on the above rates. Ask your DECA marketing representative for details on either opportunity.

Production Questions

Direct inquiries and advertising materials to:

DECA Conference Programs
Marketing Department
1908 Association Drive
Reston, Virginia 20191-1594

Phone (703) 860-5000 • Fax (703) 860-4013