YOUR TEEN MARKET

$260 BILLION in spending power

$500 BILLION in indirect spending power

25% of the U.S. population

LARGEST and most diverse generation ever

Let DECA help you reach this audience.

ADVETISE in DECA publications

PARTICIPATE in DECA events

ENGAGE in DECA's digital community
DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

**WHO**

**235,000** members

**5,300** chapters

91% of DECA members report that DECA has influenced their future plans.

94% of DECA members report an A or B average.

When selecting a career, DECA members are more likely to select a career in marketing, finance, hospitality or business management.

**WHAT**

DECA extends the teaching and learning of National Curriculum Standards in four career clusters.

DECA’s Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.

**WHERE**

LEARN MORE AT DECA.ORG

**FUTURE MAJOR/CAREER PATH**

<table>
<thead>
<tr>
<th>DECA</th>
<th>NATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting/Finance</td>
<td>6%</td>
</tr>
<tr>
<td>Business</td>
<td>13%</td>
</tr>
<tr>
<td>Business Owner/Entrepreneur</td>
<td>11%</td>
</tr>
<tr>
<td>Fashion Merchandising</td>
<td>4%</td>
</tr>
<tr>
<td>Hospitality/Resort Management</td>
<td>1%</td>
</tr>
<tr>
<td>International Business</td>
<td>5%</td>
</tr>
<tr>
<td>Marketing/Advertising</td>
<td>8%</td>
</tr>
<tr>
<td>Sports Marketing/Management</td>
<td>6%</td>
</tr>
</tbody>
</table>
Create an integrated media plan to reach your target audiences and let DECA put you in the hands of more than 235,000 students and teachers in the classroom.
DECA GUIDE
The ultimate year-long resource for all of DECA’s programs, including its signature competitive events program.

TARGET >> 5,300 TEACHERS

DECA DIRECT MAGAZINE
The official membership magazine of DECA. It’s used as an instructional tool in many high school and college classrooms.

TARGET >> 235,000 MEMBERS

DECA CORPORATE SOCIAL MEDIA CORRESPONDENT PROGRAM
DECA’s corporate partners provide monthly blogs on topics important to them and DECA on the latest exciting innovation.

TARGET >> 1,205,371 UNIQUE VISITORS

DECA INSIGHT NEWSLETTER
The absolute best source of news and teaching tools for chapter advisors/teachers.

TARGET >> 5,300 TEACHERS

DECA CHAPTER LEADERSHIP PACKET INSERT PROGRAM
Chapter advisors eagerly look for this packet of DECA tips and tools to arrive in their classrooms four times a year.

TARGET >> 5,300 CHAPTERS

DECA CORPORATE POSTER SERIES
This annual series is supported by individual corporate sponsors to promote DECA membership, competitive events and corporate support.

TARGET >> 5,300 CHAPTERS

DECA CONFERENCE PROGRAMS
DECA’s conference programs are attendees’ constant reference companions for the agenda, maps, exhibitors, speakers and special activities.

TARGET >> 300 – 19,000 MEMBERS
Based on Conference

DECA CONFERENCE EXHIBITS
DECA’s exhibits are specifically designed to be an integral part of the DECA conference experience, giving you one-on-one access to highly motivated, highly engaged DECA members and advisors.

TARGET >> 1,000 – 19,000 MEMBERS
Based on Conference
ADVERTISE IN THE PUBLICATION THAT'S IN THE CLASSROOM ALL YEAR LONG!

> The most-used classroom tool.
> Year-round exposure in the DECA “bible” means being seen by DECA’s 125,000 competitors.
> Recruit skilled employees.
> Recruit academically prepared students to your college or university.
> Advertise your fundraising opportunities and products.

RESERVE YOUR AD SPACE

Use the DECA Insertion Order Form and direct your advertising materials or questions to:

DECA GUIDE
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
PRINT TECHNICAL SPECS

- Digital photos must be 300 dpi minimum to be printed.
- For production and quality-control purposes, we cannot accept Web or Internet images.
- Acceptable file formats for photography and electronic art are:
  - Adobe Acrobat .PDF files (high resolution with all fonts embedded; CMYK color)
  - Adobe Photoshop files. (.PSD, .JPG, .EPS or .TIF)
  - Adobe Illustrator .EPS files. (all fonts converted to outlines and all images embedded).
  - Adobe InDesign file. (all fonts converted to outlines and all images embedded).
- Copies of fonts used within any ad or EPS file must be provided in Mac Postscript or Open Type format.
- All color ads must be converted to CMYK. Spot colors must be specified with a Pantone Solid Coated description.
- Ads must be produced to specific page sizes per ad dimensions.
- Camera-ready artwork is press ready. DECA is not responsible for adjustments or alterations to size, color or copy error in the content of camera-ready artwork.
- All art, fonts, printer fonts, photos and graphics must be included. All color, including photos, must be CMYK.
- All crop and registration marks should be removed from ad.
- The DECA Guide is produced on a Macintosh platform and is unable to support Windows-based documents.

ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>MEMBER ORGANIZATION*</th>
<th>NON-MEMBER ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACK COVER</td>
<td>$5,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$4,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>$4,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>COLOR</td>
<td>$3,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>BLACK AND WHITE</td>
<td>$1,600</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

* Member of DECA’s National Advisory Board. Ask your DECA Corporate & External Affairs representative for details on either opportunity.

FULL PAGE
- Safety: 7.5” x 9.875”
- Trim: 8.5” x 10.875”
- Bleed: 8.75” x 11.125”

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA GUIDE
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
**WHAT**

DECA DIRECT

The official membership magazine of DECA. It’s used as an instructional tool in many high school and college classrooms.

**WHO**

235,000 high school + college students

5,500 high school + college teachers

**WHERE**

5,500 classrooms in all 50 states + 3 countries

**Online**

**WHEN**

4 times a year

Sep/Oct  Jan/Feb  Nov/Dec  Mar/Apr

**WHY**

REACH 235,000 DECA MEMBERS AND TEACHERS INTERNATIONALLY—FOUR TIMES A YEAR!

> Promote your product(s) to an influential teen market with discretionary, spendable income.

> Recruit skilled employees.

> Recruit academically prepared students to your college or university.

> Advertise your fundraising opportunities and products.

**RESERVE YOUR AD SPACE**

Use the DECA Insertion Order Form and direct your advertising materials or questions to:

DECA DIRECT
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
**ADVERTISING RATES**

<table>
<thead>
<tr>
<th>PRICE PER AD*</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACK COVER</td>
<td>$4,400</td>
<td>$4,200</td>
<td>$3,900</td>
<td>$3,700</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$3,300</td>
<td>$3,100</td>
<td>$2,800</td>
<td>$2,600</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>$3,300</td>
<td>$3,100</td>
<td>$2,800</td>
<td>$2,600</td>
</tr>
<tr>
<td>FULL PAGE</td>
<td>$2,700</td>
<td>$2,600</td>
<td>$2,500</td>
<td>$2,400</td>
</tr>
<tr>
<td>½ PAGE HORIZONTAL</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,350</td>
<td>$1,300</td>
</tr>
<tr>
<td>½ PAGE VERTICAL</td>
<td>$1,500</td>
<td>$1,400</td>
<td>$1,350</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

**PRINT TECHNICAL SPECS**

- Digital photos must be 300 dpi minimum to be printed.
- For production and quality-control purposes, we cannot accept Web or Internet images.
- Acceptable file formats for photography and electronic art are:
  - Adobe Acrobat .PDF files (high resolution with all fonts embedded; CMYK color)
  - Adobe Photoshop files. (.PSD, .JPG, .EPS or .TIF)
  - Adobe Illustrator .EPS files. (all fonts converted to outlines and all images embedded).
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- All art, fonts, printer fonts, photos and graphics must be included. All color, including photos, must be CMYK.
- All crop and registration marks should be removed from ad.
- The DECA Direct magazine is produced on a Macintosh platform and is unable to support Windows-based documents.

*Call DECA Corporate and External Affairs department to create your integrated media plan.

**FULL PAGE**
Safety: 7.25” x 9.875”
Trim: 8.25” x 10.875”
Bleed: 8.5” x 11.125”

**½ PAGE HORIZONTAL**
7.25” x 4.75”
No bleed. Ad can fill entire area.

**½ PAGE VERTICAL**
3.375” x 9.875”
No bleed. Ad can fill entire area.

**DECA DIRECT**
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
WHO

1,205,371 online visitors

45,418 high school and college students and advisor e-mails

WHERE

online www.decadirect.org

WHEN

24/7 articles published monthly

DECA

CORPORATE SOCIAL MEDIA CORRESPONDENT PROGRAM

DECA’s corporate partners provide monthly blogs on topics important to them and DECA on decadirect.org.

WHY

SHARE EXPERT ADVICE TO EMERGING LEADERS AND ENTREPRENEURS

> Author monthly articles to post on DECA Direct Online.
> Articles are featured and archived on DECA Direct Online.
> Articles are sent to our DECA Direct Weekly e-mail distribution list.
> Share DECA news on your social media.
> Receive advertising priority on decadirect.org.

RESERVE YOUR AD SPACE

Use the DECA Insertion Order Form and direct your advertising materials or questions to

DECA CORPORATE SOCIAL MEDIA CORRESPONDENT
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
1. Be Timely – Make sure your articles and topics coincide with what your audience is focusing on at that time. If you want your articles to be read, then you must make them relevant to your readers.

2. Be Brief – Your articles do not need to be more than 1 Word document page. Make sure you have short sentences as well. This makes it easy to glance down the screen and read the page and will also encourage more readers to share your article.

3. Be Professional – Your audience consists of motivated and driven DECA members who want to be ready for the professional world. Share your expertise in all areas of the business world and help prepare the next generation of leaders.

4. Be You – Just because you are speaking from a professional standpoint doesn’t mean our DECA members don’t want to get to know you as a person. Share your own anecdotes, personal accomplishments or failures, as well as lessons you’ve learned throughout your career. Connecting with our members on a personal level not only creates a better partnership, but also increased readership.

5. Be Relevant – Our members are high school and college students ready to tackle the world! They want your advice when it comes to job interviews, résumé building, careers and more. Share your insight on the biggest topics in their life and you’ll be sure to make an impact.

6. Be Social – We live in a digital age and DECA Direct Online readers are using technology more than ever! Help our members connect better with your organization and include links to your company’s Facebook page, Twitter profile, LinkedIn page or Instagram account.

7. Be Visual – If you have an image you would like to share in your article, make sure you send it with your document. Articles with photos are the best for sharing, so always consider what image you want to use.

8. Be Catchy – Generic titles do not get readers. Get creative and use interesting or catchy titles to capture your readers’ attention! This will also help when promoting your articles on social media sites.

9. Be Listy – The best articles are ones that break down the main points into numbered lists or easy to understand bullets. “Top 10” or “Best 5” are great ways to get your readers interested and clicking on your link.

10. Be DECA – DECA members are passionate and professional students who know they can make a difference in the world. By addressing the topics and issues most personal to DECA members, you’ll soon be impacting the lives of thousands of young people across the country.
**WHO**

5,300 high school teachers

**WHERE**

5,300 classrooms in all 50 states + 3 countries

**Online**

**WHEN**

4 times a year

Sep/Oct  Jan/Feb  Nov/Dec  Apr/May

---

**WHAT**

DECA INSIGHT

The absolute best source of news and teaching tools for chapter advisors.

---

**WHY**

**DIRECTLY REACH THE DECA CHAPTER ADVISOR—FOUR TIMES A YEAR!**

> Get your message directly to DECA chapter advisors.
> Outside advertising space is limited in each issue, narrowing the reader’s attention to your ad.
> Chapter advisors often file these resources, maximizing your ad’s exposure over time.
> Showcase your company’s products and services.
> This trusted mailing is a DECA advisor’s ultimate resource and reliable guide.

---

**RESERVE YOUR AD SPACE**

Use the DECA Insertion Order Form and direct your advertising materials or questions to:

DECA INSIGHT

Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
**PRINT TECHNICAL SPECS**

- Digital photos must be 300 dpi minimum to be printed.
- For production and quality-control purposes, we cannot accept Web or Internet images.
- Acceptable file formats for photography and electronic art are:
  - Adobe Acrobat .PDF files (high resolution with all fonts embedded; CMYK color)
  - Adobe Photoshop files. (.PSD, .JPG, .EPS or .TIF)
  - Adobe Illustrator .EPS files. (all fonts converted to outlines and all images embedded).
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**ADVERTISING RATES**

<table>
<thead>
<tr>
<th></th>
<th>MEMBER ORGANIZATION*</th>
<th>NON-MEMBER ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLOR</td>
<td>$2,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>BLACK AND WHITE</td>
<td>$1,600</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

* Member of DECA’s National Advisory Board. Ask your DECA Corporate & External Affairs representative for details on either opportunity.

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**FULL PAGE**

Safety: 7.875” x 10”
Trim: 8.375” x 10.5”
Bleed: 8.625” x 10.75”

* Call DECA Corporate and External Affairs department to create your integrated media plan.
Chapter advisors eagerly look for this packet of DECA tips and tools to arrive in their classrooms four times a year.

BE PART OF DECA’S MOST ANTICIPATED MAILING!

> Get your brand to reach 5,300 high school classrooms.
> Choose the month or months you want your insert seen.
> Coordinate your flyer to correspond with seasonal marketing efforts or your company’s own calendar.
> Provide your printed piece and we do the rest.
> Capture advisors’ and members’ attention with your unique designs.

RESERVE YOUR AD SPACE

Use the DECA Insertion Order Form and direct your advertising materials or questions to:

DECA CHAPTER LEADERSHIP PACKET INSERT PROGRAM
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
PROGRAM RESTRICTIONS

- Insertions are accepted on a first-come basis.
- Send a sample piece to DECA Inc.
- DECA reserves the right to accept or reject advertising of a questionable nature.
- Flyers must not exceed a folded size of 8.5 x 11 inches.
- Deliver 5,500 copies of your piece to our fulfillment house by the deadline.
- Items causing the packet to exceed normal mailing weight will incur additional charges.
- DECA is not responsible for errors in the provided printed pieces.

* Member of DECA’s National Advisory Board. Ask your DECA Corporate & External Affairs representative for details on either opportunity.

FULFILLMENT HOUSE ADDRESS

Fulfillment House
Attn: DECA “Month” Packet
22880 Glenn Drive, Suite 120
Sterling, VA 20164

RATES + RESTRICTIONS

<table>
<thead>
<tr>
<th>INSERTION RATES</th>
<th>MEMBER ORGANIZATION*</th>
<th>NON-MEMBER ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVERTISING PIECE</td>
<td>$1,000</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

* Call DECA Corporate and External Affairs department to create your integrated media plan.

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA CHAPTER LEADERSHIP PACKET INSERT PROGRAM
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
DECA CORPORATE POSTER SERIES

This annual series is supported by individual corporate sponsors to promote DECA membership, competitive events and corporate support.

WHO

5,300 high school teachers
220,000 high school students

WHERE

5,300 classrooms in all 50 states + 3 countries

WHEN

4 times a year
delivered within the DECA Chapter Leadership Packet
Sep/Oct Jan/Feb Nov/Dec Apr/May

WHY

PROMOTE YOUR IMAGE IN THE SCHOOL AND THE COMMUNITY!

> Reinforce your corporate name recognition with DECA members and educators year-round.
> Promote training and career opportunities within your company.
> Showcase your company’s products and services.
> Use-life of these colorful posters is measured in months and even years.
> Identify yourself as a supporter of the community’s successful, progressive DECA program.
> Sponsorship includes printing, mailing and postage.

RESERVE YOUR AD SPACE

Use the DECA Insertion Order Form and direct your advertising materials or questions to:

DECA CORPORATE POSTER SERIES
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
RATES + TECHNICAL SPECS

ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>MEMBER ORGANIZATION*</th>
<th>NON-MEMBER ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPTION A:</td>
<td>$5,000</td>
<td>$5,500</td>
</tr>
<tr>
<td>OPTION B:</td>
<td>$5,500</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

* Member of DECA’s National Advisory Board. Ask your DECA Corporate & External Affairs representative for details on either opportunity.

PRINT TECHNICAL SPECS

• Digital photos must be 300 dpi minimum to be printed.
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  - Adobe Photoshop files. (.PSD, .JPG, .EPS or .TIF)
  - Adobe Illustrator .EPS files. (all fonts converted to outlines and all images embedded).
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• All crop and registration marks should be removed from ad.
• The DECA Corporate Poster Series is produced on a Macintosh platform and are unable to support Windows-based documents.

POSTER
Safety: 16” x 21”
Trim: 17” x 22”
Bleed: 17.25” x 22.25”

DESIGN OPTIONS

OPTION A
Assign design of your DECA poster to your in-house graphics department or usual agency. Poster concept must be approved by DECA at least 10 days prior to final artwork being submitted.

OPTION B
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.

PRODUCTION QUESTIONS
Direct inquiries and advertising materials to:

DECA CORPORATE POSTER SERIES
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
WHY

ADVERTISE IN THE MUST-READ GUIDE FOR EVERY CONFERENCE ATTENDEE!

> Put your message next to important conference information attendees will read.
> Reach highly engaged, highly motivated DECA members who are participating in DECA conferences.
> Your ad will go home with the attendees as many share them in their classrooms upon return.
> Recruit skilled employees.
> Showcase your products and services.

WHO

ULTIMATE DECA POWER TRIP
1,200 high school students and teachers

SPECIALTY CONFERENCES
300-900 high school students and teachers

COLLEGIATE ICDC
1,400 college students and teachers

HIGH SCHOOL ICDC
19,000 high school students and teachers

WHERE + WHEN

ULTIMATE DECA POWER TRIP
Baltimore
November 16-18, 2018

INNOVATIONS + ENTREPRENEURSHIP CONFERENCE*
Baltimore
November 16-18, 2018

NEW YORK EXPERIENCE*
New York
November 28-Dec. 1, 2018

SPORTS + ENTERTAINMENT MARKETING CONFERENCE*
Orlando
February 6-10, 2019

COLLEGIATE ICDC
Orlando
April 13-16, 2019

HIGH SCHOOL ICDC
Orlando
April 27-30, 2019

*Specialty Conferences
RATES + TECHNICAL SPECS

ADVERTISING RATES

<table>
<thead>
<tr>
<th>CONFERENCE</th>
<th>HS ICDC</th>
<th>Collegiate ICDC</th>
<th>Ultimate DECA Power Trip</th>
<th>Specialty</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACK COVER</td>
<td>$5,500</td>
<td>$3,500</td>
<td>$1,500</td>
<td>$500</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$4,000</td>
<td>$2,000</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>$4,000</td>
<td>$2,000</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>FULL PAGE COLOR</td>
<td>$3,000</td>
<td>$1,000</td>
<td>$750</td>
<td>$350</td>
</tr>
<tr>
<td>FULL PAGE B &amp; W</td>
<td>$2,500</td>
<td>$750</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>½ PAGE COLOR HORIZONTAL</td>
<td>$2,000</td>
<td>$500</td>
<td>$500</td>
<td>N/A</td>
</tr>
<tr>
<td>¼ PAGE COLOR</td>
<td>$1,000</td>
<td>$300</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

PRINT TECHNICAL SPECS

• Digital photos must be 300 dpi minimum to be printed.
• For production and quality-control purposes, we cannot accept Web or Internet images.
• Acceptable file formats for photography and electronic art are:
  - Adobe Acrobat .PDF files (high resolution with all fonts embedded; CMYK color)
  - Adobe Photoshop files. (.PSD, .JPG, .EPS or .TIF)
  - Adobe Illustrator .EPS files. (all fonts converted to outlines and all images embedded).
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• All crop and registration marks should be removed from ad.
• The DECA Conference Programs are produced on a Macintosh platform and are unable to support Windows-based documents.

HIGH SCHOOL ICDC ADVERTISEMENT SPECS

FULL PAGE
Safety: 7.5” x 10”
Trim: 8.5” x 11”
Bleed: 8.75” x 11.25”

½ PAGE HORIZONTAL
7.5” x 4.75”
No bleed. Ad can fill entire area.

¼ PAGE
3.5” x 4.75”
No bleed. Ad can fill entire area.

For the specialty conference program specs, please contact the Corporate and External Affairs Department.

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA CONFERENCE PROGRAMS
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013
DECA CONFERENCE EXHIBITS

DECA’s exhibits are specifically designed to be an integral part of the DECA conference experience, giving you one-on-one access to highly motivated, highly engaged DECA members and advisors.

WHY

MAKE ONE-ON-ONE CONNECTIONS WITH DECA MEMBERS AND ADVISORS IN ONE LOCATION

> DECA’s high school International Career Development Conference gives you access to 19,000 students and teachers from all 50 states and three countries.
> Fall regional conferences draw thousands of students and teachers from up to 15 states.
> Reach so many potential customers and employees — all in one place! The traffic is incredible.
> Special events are continually conducted in the exhibit hall: business simulations, karaoke, drawings, campaigns and more!

WHO

ULTIMATE DECA POWER TRIP
1,200 high school students and teachers

COLLEGIATE ICDC
1,400 college students and teachers

HIGH SCHOOL ICDC
19,000 high school students and teachers

WHERE + WHEN

ULTIMATE DECA POWER TRIP
Baltimore
November 16-18, 2018

INNOVATIONS + ENTREPRENEURSHIP CONFERENCE
Baltimore
November 16-18, 2018

COLLEGIATE INTERNATIONAL CAREER DEVELOPMENT CONFERENCE
Orlando
April 13-16, 2019

HIGH SCHOOL INTERNATIONAL CAREER DEVELOPMENT CONFERENCE
Orlando
April 27-30, 2019

RESERVE YOUR EXHIBIT SPACE

Contact DECA’s Corporate and External Affairs Department for complete exhibit prospectus.

DECA EXHIBITS
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P: 703-860-5000
F: 703-860-4013
EXHIBIT POLICY

DECA Inc. reserves the right to and will strictly enforce trademark infringements laws. Any product displaying characters and/or names where licensing is necessary (i.e., Disney characters, Hard Rock Cafe, etc.) must submit a copy of the licensing agreement prior to the DECA conference. DECA Inc. also restricts the sale or display of any product (including clothing) that refers to DECA, Marketing Education, Career Development Conference, International Conference, Regional Conference, Collegiate DECA, an Association of Marketing Students or Emerging Leaders and Entrepreneurs.

RATES + POLICIES

EXHIBIT BOOTH RATES

<table>
<thead>
<tr>
<th></th>
<th>MEMBER ORGANIZATION*</th>
<th>NON-MEMBER ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ultimate DECA Power Trip</td>
<td><strong>$600</strong></td>
<td><strong>$750</strong></td>
</tr>
</tbody>
</table>

Exhibit fee includes a 6-foot table, draped; two chairs and wastebasket. Fee does not include labor, shipping charges, special lighting, or electrical connections. Exhibits cannot be sublet or shared.

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<tbody>
<tr>
<td>Collegiate ICDC</td>
<td><strong>$800</strong></td>
<td><strong>$1,200</strong></td>
</tr>
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</table>

Exhibit fee includes a 6-foot table, draped; 3-foot side rails; an 8-foot backdrop; two chairs, wastebasket, 7” x 44” identification signage. Fee does not include labor, shipping charges, special lighting, or electrical connections. Exhibits cannot be sublet or shared.

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<tbody>
<tr>
<td>High School ICDC</td>
<td><strong>$1,025</strong></td>
<td><strong>$1,500</strong></td>
</tr>
<tr>
<td>End/Corner Booth</td>
<td><strong>$900</strong></td>
<td><strong>$1,200</strong></td>
</tr>
</tbody>
</table>

Exhibit fee includes a 6-foot table, draped; 3-foot side rails; an 8-foot backdrop; two chairs, wastebasket and 7” x 44” identification signage. DECA will also provide necessary security during the hours that the exhibit hall is closed. Fee does not include labor, shipping charges, special lighting, or electrical connections. Exhibits cannot be sublet or shared.

Member of DECA’s National Advisory Board. Ask your DECA Corporate & External Affairs representative for details on either opportunity.

Call DECA Corporate and External Affairs department to create your integrated media plan.
DECA 2018–2019 INSERTION ORDER FORM

2018–2019 DECA GUIDE
Full-page ads only. Reserve by 5/25/18; art due 6/8/18.

SPECIAL PLACEMENT (at additional cost)
❑ back cover  ❑ inside cover, front/back

COLOR REQUEST
❑ 4-color process (at additional cost)
❑ Black & white

AD ART
❑ Reprint from the previous year’s Guide
❑ Enclosed  ❑ Will arrive by date due

DECA DIRECT
Select the issue to feature your ad. Take advantage of frequency discounts!

❑ Sept./Oct. DECA Direct
   Reserve by 6/8/18; art due 8/10/18
❑ Nov./Dec. DECA Direct
   Reserve by 8/10/18; art due 10/12/18
❑ Jan./Feb. DECA Direct
   Reserve by 10/5/18; art due 12/5/18
❑ Mar./April DECA Direct
   Reserve by 12/7/18; art due 2/8/19

AD SIZE
(see publication description for specs)
❑ Full page  ❑ 1/2 page horizontal
❑ 1/3 page vertical  ❑ 1/4 page vertical

SPECIAL PLACEMENT (at additional cost)
❑ back cover  ❑ inside cover, front/back

COLOR REQUEST
❑ 4-color process (at additional cost)
❑ Black & white

AD ART
❑ Will arrive by date due  ❑ Enclosed
❑ Pick up from ______________ issue

DECA SOCIAL MEDIA CORRESPONDENT PROGRAM
❑ Content is due the 1st Friday of each month.

DECA INSIGHT
Select the issue to feature your ad. Space assigned on a first-come basis. Full-page ads only.

❑ Sept./Oct. DECA Insight
   Reserve by 6/8/18; art due 6/22/18
❑ Nov./Dec. DECA Insight
   Reserve by 8/31/18; art due 9/14/18
❑ Jan./Feb. DECA Insight
   Reserve by 11/23/18; art due 12/7/18
❑ April/May DECA Insight
   Reserve by 3/8/19; art due 3/22/19

COLOR REQUEST
❑ 4-color process (at additional cost)
❑ Black & White

AD ART
❑ Will arrive by date due  ❑ Enclosed

DECA CHAPTER LEADERSHIP PACKET

INSERT PROGRAM
Choose the mailing to feature your insert. Space is limited. 5,500 prepared inserts due at fulfillment house by insert date. Inserts may not exceed 8.5 x 11 inches folded.

❑ Sept./Oct. Leadership Packet
   Reserve by 6/8/18; inserts due 7/20/18
❑ Nov./Dec. Leadership Packet
   Reserve by 8/31/18; inserts due 10/12/18
❑ Jan./Feb. Leadership Packet
   Reserve by 11/23/18; inserts due 1/4/19
❑ April/May Leadership Packet
   Reserve by 3/8/19; inserts due 4/12/19

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DECA CORPORATE POSTER SERIES
Choose the mailing to feature your poster.

❑ Sept./Oct. Leadership Packet
   Reserve by 6/8/18; art due 6/22/18
❑ Nov./Dec. Leadership Packet
   Reserve by 8/31/18; art due 9/14/18
❑ Jan./Feb. Leadership Packet
   Reserve by 11/23/18; art due 12/7/18
❑ April/May Leadership Packet
   Reserve by 3/8/19; art due 3/22/19

POSTER ART
❑ Will arrive by date due  ❑ Enclosed
❑ DECA to design

DECA CONFERENCE PROGRAMS
Choose the DECA Conference Program you want to feature your ad.

❑ Ultimate DECA Power Trip
   November 16-18, 2018, Baltimore
   Reserve by 9/28/18; art due 10/5/18

❑ Innovations + Entrepreneurship Conference
   November 16-18, 2018, Baltimore
   Reserve by 9/28/18; art due 10/5/18

❑ New York Experience
   November 28–December 1, 2018,
   December 5–8, 2018, New York, NY
   Reserve by 10/26/18; art due 11/2/18

❑ Sports + Entertainment Marketing Conference
   February 6–10, 2019, Orlando, FL
   Reserve by 1/4/19; art due 1/11/19

❑ Collegiate DECA’s International Career Development Conference
   April 13–16, 2019, Orlando
   Reserve by 1/25/19; art due 2/15/19

❑ DECA’s International Career Development Conference
   April 27–30, 2019, Orlando
   Reserve by 1/25/19; art due 2/15/19

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QUESTIONS
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DECA INC.
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

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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 ads, improper color separations.

TRADEMARK INFRINGEMENT
Please be advised that DECA has registered all of its designating emblems, logo and insignia. 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, Collegiate DECA, Marketing Education, International Conference, Career Development Conference, Regional Conference, An Association of Marketing Students or Emerging Leaders and Entrepreneurs.
DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, are treated equally and respectfully. Any behavior in the form of discrimination, harassment or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.