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.

ADVERTISE
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**

**WHAT**

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

**WHERE**

- 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.

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

<table>
<thead>
<tr>
<th>FUTURE MAJOR/CAREER PATH</th>
<th>DECA</th>
<th>NATIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting/Finance</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Business</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Business Owner/Entrepreneur</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Fashion Merchandising</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Hospitality/Resort Management</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>International Business</td>
<td>5%</td>
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<tr>
<td>Marketing/Advertising</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Sports Marketing/Management</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Research findings courtesy of the National Research Center for College and University Admissions. The sample included 26,811 high school DECA members at association career development conferences and was compared to data from more than one million students nationwide.
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.

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

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.

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

TARGET >> 5,300 TEACHERS
TARGET >> 235,000 MEMBERS
TARGET >> 1,205,371 UNIQUE VISITORS
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.

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

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

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 >> 5,300 CHAPTERS
TARGET >> 5,300 CHAPTERS
TARGET >> 300 — 19,000 MEMBERS
TARGET >> 1,000 — 19,000 MEMBERS
DECA GUIDE

The ultimate year-long resource for all of DECA’s programs, including its signature competitive events program.

WHO

5,300 high school teachers
125,000 DECA competitors

WHERE

5,300 classrooms in all 50 states + 3 countries

Online

WHEN

Used all year
Published each summer

WHAT

5,300

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.

WHY

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

Online
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.

RATES + TECHNICAL SPECS

<table>
<thead>
<tr>
<th>ADVERTISING RATES</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”
The official membership magazine of DECA. It’s used as an instructional tool in many high school and college classrooms.

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.

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

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
# DECA DIRECT

## RATES + TECHNICAL SPECS

### 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>
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<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>
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<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 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 Direct magazine is produced on a Macintosh platform and is unable to support Windows-based documents.

### PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

**DECA DIRECT**

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

*Call DECA Corporate and External Affairs department to create your integrated media plan.*
DECA's corporate partners provide monthly blogs on topics important to them and DECA on decadirect.org.

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.

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

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
TOPIC SUGGESTIONS

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.

INFORMATION

PROGRAM RESTRICTIONS

• We strongly encourage each partner to appoint a social media correspondent who can work directly with the decadirect.org team on the development and delivery of a monthly communications plan.

• Tell us a story each month in a short article similar to a blog post.

• We encourage you to share photos that illustrate your story as well.

• You’ll submit these to our DECA Direct communications manager for review, editing and posting.

• Social media correspondents are expected to contribute at least one article per month.

• Share DECA news through your social media outlets. Tweet about us. Share our stories on Facebook.

ADVERTISING RATES

<table>
<thead>
<tr>
<th>MEMBER ORGANIZATION*</th>
<th>NON-MEMBER ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

* Pricing includes monthly article/blog/tweet, limited advertising space, photo of author and bio of author.
* Call DECA Corporate and External Affairs department to create your integrated media plan.
5,300 high school teachers

WHERE

5,300 classrooms in all 50 states + 3 countries

Online

4 times a year

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

WHO

WHAT

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
### 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.

### PRINT TECHNICAL SPECS

- Digital photos must be 300 dpi minimum to be printed.
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- All crop and registration marks should be removed from ad.
- The DECA Insight is produced on a Macintosh platform and is unable to support Windows-based documents.

### PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

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

---

**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.*
WHO
5,300 high school teachers

WHERE
5,300 classrooms in all 50 states + 3 countries

WHEN
4 times a year
Sep/Oct Jan/Feb Nov/Dec Apr/May

WHAT
Chapter advisors eagerly look for this packet of DECA tips and tools to arrive in their classrooms four times a year.

WHY
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.

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

FULFILLMENT HOUSE ADDRESS

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

**DECA CORPORATE POSTER SERIES**

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

**WHAT**

**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
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.
- For production and quality-control purposes, we cannot accept Web or Internet images.
- Acceptable file formats for photography and electronic art are:
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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)
  - Adobe InDesign file. (all fonts converted to outlines and all images embedded)
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- 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 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
DECA CONFERENCE PROGRAMS

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

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
November 16-18, 2018

Baltimore

INNOVATIONS + ENTREPRENEURSHIP CONFERENCE*

NEW YORK EXPERIENCE*
NEW YORK
Nov 28-Dec 1, 2018
Dec 5-8, 2018

SPORTS + ENTERTAINMENT MARKETING CONFERENCE*

ORLANDO
February 6-10, 2019

COLLEGIATE ICDC
April 13-16, 2019

HIGH SCHOOL ICDC
April 27-30, 2019

ORLANDO

*Specialty Conferences

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.

RESERVE YOUR AD SPACE

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

DECA CONFERENCE PROGRAMS
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>Conference</th>
<th>HS ICDC</th>
<th>Collegiate ICDC</th>
<th>Ultimate DECA Power Trip</th>
<th>Specialty</th>
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<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>1/2 PAGE COLOR HORIZONTAL</td>
<td>$2,000</td>
<td>$500</td>
<td>$500</td>
<td>N/A</td>
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<tr>
<td>1/4 PAGE COLOR</td>
<td>$1,000</td>
<td>$300</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### 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 Conference Programs are produced on a Macintosh platform and are unable to support Windows-based documents.

### 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.

EXHIBIT BOOTH RATES

<table>
<thead>
<tr>
<th></th>
<th>MEMBER ORGANIZATION*</th>
<th>NON-MEMBER ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ULTIMATE DECA POWER TRIP</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXHIBIT BOOTH</td>
<td>$600</td>
<td>$750</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.

<table>
<thead>
<tr>
<th></th>
<th>MEMBER ORGANIZATION*</th>
<th>NON-MEMBER ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLLEGIATE ICDC</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXHIBIT BOOTH</td>
<td>$800</td>
<td>$1,200</td>
</tr>
</tbody>
</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.

<table>
<thead>
<tr>
<th></th>
<th>MEMBER ORGANIZATION*</th>
<th>NON-MEMBER ORGANIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HIGH SCHOOL ICDC</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>END/CORNER BOOTH</td>
<td>$1,025</td>
<td>$1,500</td>
</tr>
<tr>
<td>INTERIOR BOOTH</td>
<td>$900</td>
<td>$1,200</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.
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 12/12/18

• 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 vertical
• 1/3 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

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

DECA CONFERENCE EXHIBITS
• Ultimate DECA Power Trip
  November 16-18, 2018, Baltimore

• Innovations + Entrepreneurship Conference
  November 16-18, 2018, Baltimore

• Collegiate DECA’s International Career Development Conference
  April 13-16, 2019, Orlando

• DECA’s International Career Development Conference
  April 27-30, 2019, Orlando

QUESTIONS
Contact DECA’s Corporate & External Affairs Department

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

RESERVE YOUR AD SPACE
Contact DECA’s Corporate and External Affairs Department to reserve your ad space today.

DECA INC.
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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.