

WHAT



DECA

CONFERENCE PROGRAMS

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

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 November 16-18, 2018

BALTIMORE

INNOVATIONS + ENTREPRENEURSHIP CONFERENCE* November 16-18, 2018

BALTIMORE

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

NEW YORK

SPORTS + ENTERTAINMENT MARKETING CONFERENCE*

ORLANDO February 6-10, 2019

COLLEGIATE ICDC April 13-16, 2019

ORLANDO

HIGH SCHOOL ICDC April 27-30, 2019

ORLANDO

*Specialty Conferences

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

RATES + TECHNICAL SPECS

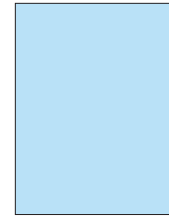
ADVERTISING RATES

| CONFERENCE | HS ICDC | Collegiate ICDC | Ultimate DECA Power Trip | Specialty |
|--------------------------------|---------|-----------------|--------------------------|-----------|
| BACK COVER | \$5,500 | \$3,500 | \$1,500 | \$500 |
| INSIDE FRONT COVER | \$4,000 | \$2,000 | \$1,000 | \$500 |
| INSIDE BACK COVER | \$4,000 | \$2,000 | \$1,000 | \$500 |
| FULL PAGE COLOR | \$3,000 | \$1,000 | \$750 | \$350 |
| FULL PAGE B & W | \$2,500 | \$750 | N/A | N/A |
| ½ PAGE COLOR HORIZONTAL | \$2,000 | \$500 | \$500 | N/A |
| ¼ PAGE COLOR | \$1,000 | \$300 | N/A | N/A |

PRINT TECHNICAL SPECS

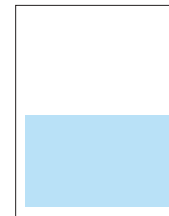
- Digital photos must be 300 dpi minimum to be printed.
- For production and quality-control purposes, we cannot accept Web or Internet images.
- Acceptable file formats for photography and electronic art are:
 - Adobe Acrobat .PDF files (high resolution with all fonts embedded; CMYK color)
 - Adobe 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 Conference Programs are produced on a Macintosh platform and are unable to support Windows-based documents.

HIGH SCHOOL ICDC ADVERTISEMENT SPECS



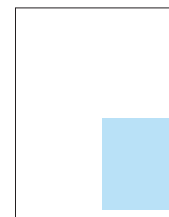
FULL PAGE

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

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
 1/2 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.

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
F 703-860-4013

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

AD SIZE

(see publication description for specs)

- Full page 1/2 page horizontal
 1/4 page

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
 Enclosed Will arrive by date due

**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

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Signature _____ Date _____

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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Reston, Virginia 20191-1594
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F 703-860-4013