

WHAT



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

DECA GUIDE

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

WHY

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

RATES + TECHNICAL SPECS

ADVERTISING RATES

	MEMBER ORGANIZATION*	NON-MEMBER ORGANIZATION
BACK COVER	\$5,000	\$6,000
INSIDE FRONT COVER	\$4,000	\$5,000
INSIDE BACK COVER	\$4,000	\$5,000
COLOR	\$3,000	\$3,500
BLACK AND WHITE	\$1,600	\$2,000

* 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"

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.

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA GUIDE

Corporate & External Affairs Department
 1908 Association Drive
 Reston, Virginia 20191-1594
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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.

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