

WHAT



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.

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



INFORMATION

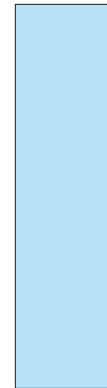
ADVERTISING RATES

	MEMBER ORGANIZATION*	NON-MEMBER ORGANIZATION
	\$1,000	\$2,000

* 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.

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.



SKY SCRAPER AD

150 pixels wide x
600 pixels tall



RECTANGLE AD

300 pixels wide x
250 pixels tall

PROGRAM RESRICTIONS

- 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.

PRODUCTION QUESTIONS

Direct inquiries and advertising materials 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

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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