

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
 Development Department
 P 703-860-5000
 E development@deca.org

RATES + TECHNICAL SPECS

ADVERTISING RATES

PRICE PER AD*	1	2	3	4
BACK COVER	\$4,400	\$4,200	\$3,900	\$3,700
INSIDE FRONT COVER	\$3,300	\$3,100	\$2,800	\$2,600
INSIDE BACK COVER	\$3,300	\$3,100	\$2,800	\$2,600
FULL PAGE	\$2,700	\$2,600	\$2,500	\$2,400
½ PAGE	\$1,500	\$1,400	\$1,350	\$1,300

PRINT TECHNICAL SPECS

ACCEPTABLE FILE FORMATS ARE:

ADOBE ACROBAT PDF

- All full page ads **MUST** include bleeds.
- All crop and registration marks **MUST** be removed from ad.

ADOBE INDESIGN FILE

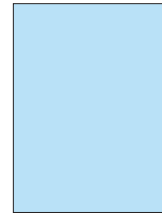
- Acceptable file formats are .indd, and .idml.
- All files need to be packaged to include links, document fonts and a .pdf file.
- All color ads must be converted to CMYK. Spot colors must be specified with a Pantone Solid Coated description.
- Ads must be produced to specific page sizes per ad dimensions.
- 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.
- For production and quality-control purposes, we cannot accept Web or Internet images.

ADOBE PHOTOSHOP FILES

- Acceptable file formats are .psd, .jpg, .eps or .tif.
- If a .psd file is submitted all fonts need to be rasterized and images embedded.
- Digital photos must be 300 dpi minimum to be printed.

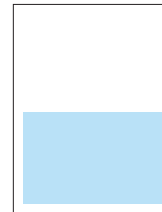
ADOBE ILLUSTRATOR

- Acceptable file formats are .ai, and .eps.
- All fonts need to be converted to outlines and all images embedded.



FULL PAGE

Safety: 7.25" x 9.875"
Trim: 8.25" x 10.875"
Bleed: 8.5" x 11.125"



½ PAGE

7.25" x 4.75"
No bleed. Ad can fill entire area.

PRODUCTION QUESTIONS

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DECA GUIDE

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

2019-2020 DECA GUIDE

- Reserve by 5/24/19; art due 6/7/19
- Cover Full page

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Sept./Oct. DECA Direct

- Reserve by 6/7/19; art due 8/9/19
- Cover Full page
- ½ page

Nov./Dec. DECA Direct

- Reserve by 8/9/19; art due 10/11/19
- Cover Full page
- ½ page

Jan./Feb. DECA Direct

- Reserve by 10/4/19; art due 12/4/19
- Cover Full page
- ½ page

Mar./Apr. DECA Direct

- Reserve by 12/6/19; art due 2/7/20
- Cover Full page
- ½ page

DECA INSIGHT

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

Sept./Oct. Leadership Packet

- Reserve by 6/7/19; art due 6/21/19

Apr./May Leadership Packet

- Reserve by 3/7/20; art due 3/21/20

DECA CHAPTER LEADERSHIP PACKET INSERT PROGRAM

Chapter advisors eagerly look for this packet of DECA tips and tools to arrive in their classrooms two times a year. 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 6/7/19; inserts due 7/19/19

Apr./May Leadership Packet

- Reserve by 3/6/20; inserts due 4/10/20

DECA DIRECT WEEKLY

Weekly emails delivered to high school and college students and educators with the latest DECA news.

September Emails

- Reserve by 8/1/19; art due 8/15/19

October Emails

- Reserve by 9/1/19; art due 9/15/19

November Emails

- Reserve by 10/1/19; art due 10/15/19

December Emails

- Reserve by 11/1/19; art due 11/15/19

January Emails

- Reserve by 12/1/19; art due 12/15/19

February Emails

- Reserve by 1/1/20; art due 1/15/20

March Emails

- Reserve by 2/1/20; art due 2/15/20

April Emails

- Reserve by 3/1/20; art due 3/15/20

May Emails

- Reserve by 4/1/20; art due 4/15/20

June Emails

- Reserve by 5/1/20; art due 5/15/20

July Emails

- Reserve by 6/1/20; art due 6/15/20

August Emails

- Reserve by 7/1/20; art due 7/15/20

DECA CORPORATE POSTER SERIES

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

Sept./Oct. Leadership Packet

- Reserve by 6/7/19
- Artwork due 6/28/19*
- Inserts due 7/19/19

April/May Leadership Packet

- Reserve by 3/6/20
- Artwork due 3/20/20*
- Inserts due 4/10/20

*Artwork is due to DECA Inc. if poster is to be produced by a DECA Inc. vendor.

DECA CONFERENCE PROGRAMS

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

Ultimate DECA Power Trip

- November 15-17, 2019
- Washington, D.C.
- Reserve by 9/27/19; art due 10/4/19
- Cover Full page
- ½ page

Innovations + Entrepreneurship Conference

- November 15-17, 2019
- Washington, D.C.
- Reserve by 9/27/19; art due 10/4/19
- Cover Full page
- ½ page

Collegiate DECA's International Career Development Conference

- April 22-25, 2020, Atlanta
- Reserve by 1/24/20; art due 2/14/20
- Cover Full page
- ½ page

DECA's International Career Development Conference

- April 29-May 2, 2020, Nashville
- Reserve by 1/24/20; art due 2/14/20
- Cover Full page
- ½ page

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.

Ultimate DECA Power Trip

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RESERVE YOUR ADVERTISING SPACE

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.

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