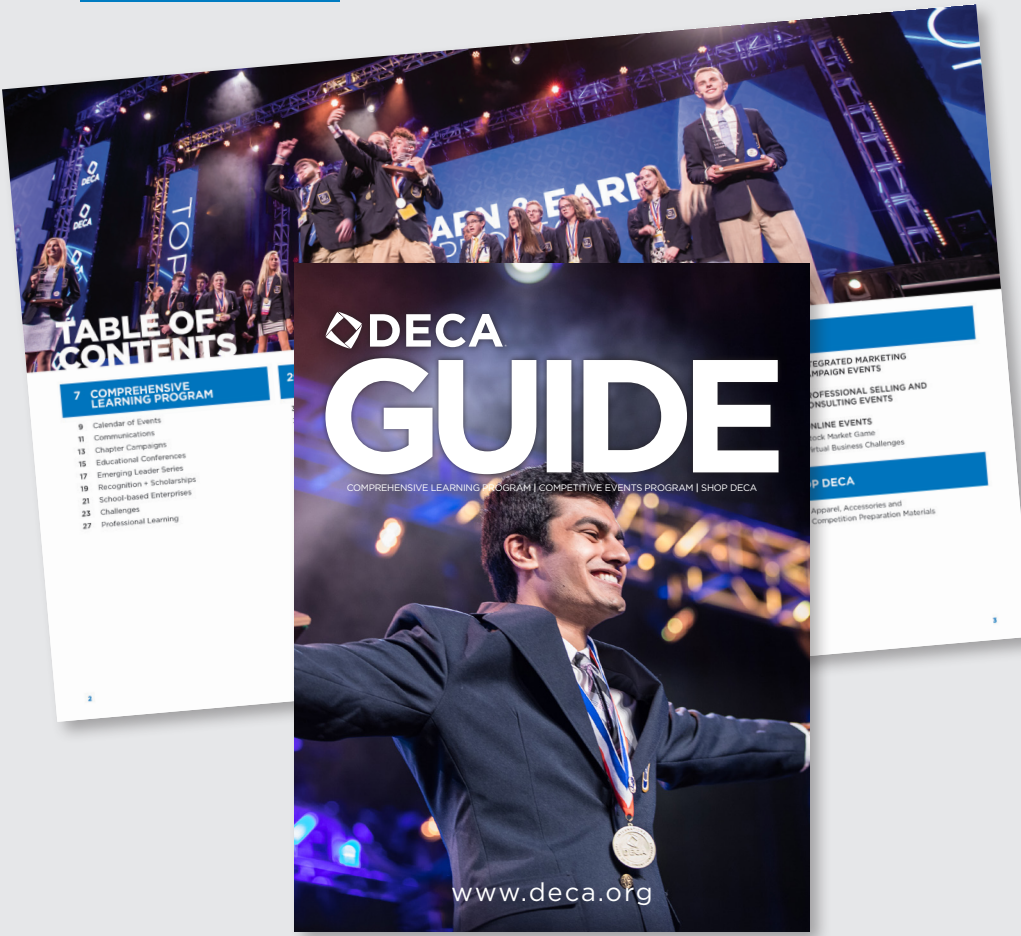


WHAT



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

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

* Member of DECA's National Advisory Board. Contact DECA for information about joining.

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

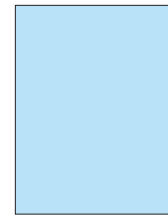
- Acceptable file formats are .indd, and .idml.
- All files need to be packaged to include links, document fonts and a .pdf file.
- All color ads must be converted to CMYK. Spot colors must be specified with a Pantone Solid Coated description.
- Ads must be produced to specific page sizes per ad dimensions.
- 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: 7.5" x 9.875"
Trim: 8.5" x 10.875"
Bleed: 8.75" x 11.125"

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA GUIDE

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

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

DECA DIRECT

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

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

November 15-17, 2019
Washington, D.C.

Innovations + Entrepreneurship Conference

November 15-17, 2019
Washington, D.C.

Collegiate DECA's International Career Development Conference

April 22-25, 2020, Atlanta

DECA's International Career Development Conference

April 29-May 2, 2020, Nashville

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 Development Department to reserve your ad space today.

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