



DECA[®]

MEDIA KIT

2018-2019

YOUR TEEN MARKET

\$260 BILLION
in spending power

\$500 BILLION
in indirect
spending power

25%
of the U.S.
population

LARGEST
and most diverse
generation ever

Let DECA help you
reach this audience.

ADVERTISE
in DECA publications

PARTICIPATE
in DECA events

ENGAGE
in DECA's
digital community



DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

WHO

235,000
members

5,300
chapters

DECA Inc. is a 501(c)(3) not-for-profit student organization. The United States Congress, the United States Department of Education and state and international departments of education authorize DECA's programs.

Research findings courtesy of the National Research Center for College and University Admissions. The sample included 26,811 high school DECA members at association career development conferences and was compared to data from more than one million students nationwide.



of DECA members report that DECA has influenced their future plans.



DECA members are seven times more likely to study business topics in college.



of DECA members report an A or B average.



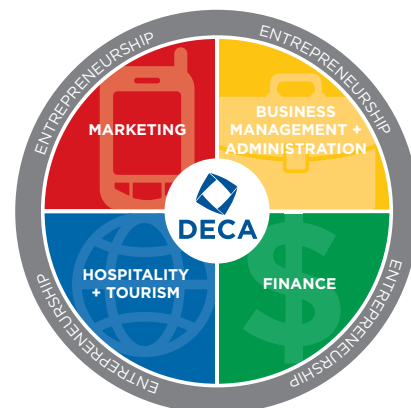
DECA members are five times more likely to want to own their own business.

When selecting a career, DECA members are more likely to select a career in marketing, finance, hospitality or business management.

FUTURE MAJOR/CAREER PATH	DECA	NATIONAL
Accounting/Finance	6%	2%
Business	13%	4%
Business Owner/Entrepreneur	11%	4%
Fashion Merchandising	4%	3%
Hospitality/Resort Management	1%	1%
International Business	5%	1%
Marketing/Advertising	8%	1%
Sports Marketing/Management	6%	4%

WHAT

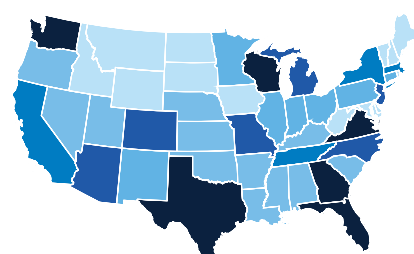
DECA extends the teaching and learning of National Curriculum Standards in four career clusters.



DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.

WHERE



LEARN MORE AT **DECA.ORG**



PUBLICATIONS PROGRAM

Create an integrated media plan to reach your target audiences and let DECA put you in the hands of more than 235,000 students and teachers in the classroom.



DECA GUIDE

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

TARGET >> 5,300 TEACHERS



DECA DIRECT MAGAZINE

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

TARGET >> 235,000 MEMBERS



DECA CORPORATE SOCIAL MEDIA CORRESPONDENT PROGRAM

DECA's corporate partners provide monthly blogs on topics important to them and DECA on the latest exciting innovation.

TARGET >> 1,205,371 UNIQUE VISITORS



DECA INSIGHT NEWSLETTER

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

TARGET >> 5,300 TEACHERS



DECA CHAPTER LEADERSHIP PACKET INSERT PROGRAM

Chapter advisors eagerly look for this packet of DECA tips and tools to arrive in their classrooms four times a year.

TARGET >> 5,300 CHAPTERS



DECA CORPORATE POSTER SERIES

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

TARGET >> 5,300 CHAPTERS



DECA CONFERENCE PROGRAMS

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

TARGET >> 300 — 19,000 MEMBERS
Based on Conference

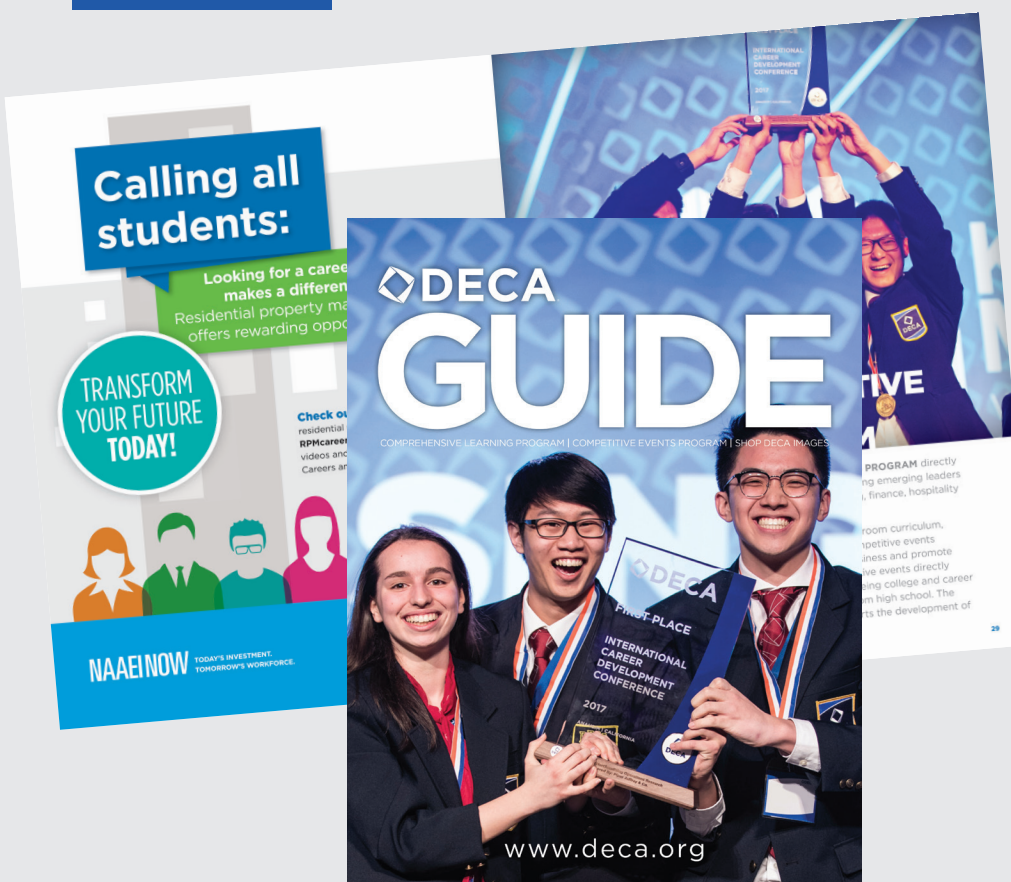


DECA CONFERENCE EXHIBITS

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.

TARGET >> 1,000 — 19,000 MEMBERS
Based on Conference

WHAT



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.

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

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.*

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.

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

Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

WHAT



DECA DIRECT

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

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.

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

RESERVE YOUR AD SPACE

Use the DECA Insertion Order Form and direct your advertising materials or questions to:

DECA DIRECT

Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

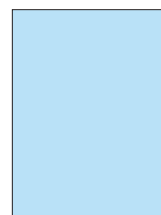
RATES + TECHNICAL SPECS

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 HORIZONTAL	\$1,500	\$1,400	\$1,350	\$1,300
½ PAGE VERTICAL	\$1,500	\$1,400	\$1,350	\$1,300

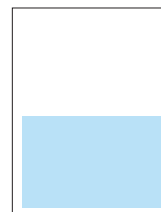
PRINT TECHNICAL SPECS

- 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 Direct magazine is produced on a Macintosh platform and is unable to support Windows-based documents.



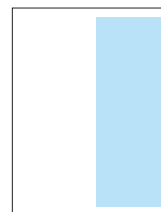
FULL PAGE

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



½ PAGE HORIZONTAL

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



½ PAGE VERTICAL

3.375" x 9.875"
No bleed. Ad can fill entire area.

** Call DECA Corporate and External Affairs department to create your integrated media plan.*

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA DIRECT

Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

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

WHAT

COMPETITIVE EVENTS

PENALTY POINT ASSESSMENT Q&A

As your DECA members make final preparations to their written entries in preparation for the DECA International Career Development Conference, the following Q&A is designed to help answer some common questions. Be sure to use the written Entry Checklist to check your members' written entries.

- The Written Event Statement of Assurances and Academic Integrity must be signed and placed in front of the written entry.**
If only the chapter advisor signature is missing, do they receive penalty points? YES
If none or more than one member's signature is missing, do they receive penalty points? YES
- Entries submitted in an official DECA written event folder. Folders are available from DECA Images. No markings, tape or other material should be attached to the folder. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.**
Can the entry be submitted in an other DECA folder? YES
Is the entry properly printed if submitted in a DECA folder? YES
- Short protectors may not be used.**
- Limited to the number of pages specified in the guidelines (plus the title page and the table of contents).**
Is the penalty point 5 points for every page over the limit? YES
Does the title page and table of contents count in the total number of pages? NO
- All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.**
Between sections and table of contents are numbered, are penalty points assessed? YES
If a graphic is covering a page number, is it penalty point? YES
If a graphic is used only as a title page for a section, is it penalty point? NO
- Major content must be at least double-spaced (not open and a-half).**
Title page, table of contents, executive summary, bibliography, appendix, illustrations, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
- Entry must be typed/written processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten.**
Are handwritten page numbers properly printed? YES
Are page numbers from a previous conference properly printed? YES

Penalty points can cause members to have their playing quickly! Many times, they can easily be avoided. Some of the most common reasons for penalty points include:

- Not using the current year's event guidelines
- Not participating in the event
- Not following the entry guidelines
- Not following the entry guidelines
- Not following the entry guidelines

10 DECA ACTIVITIES FOR THE THIRD QUARTER

The start of the new calendar year allows you to return refreshed, recharged and ready to take your DECA chapter to the next level. As we move into competition season, it's imperative to not overlook the other essential elements of using DECA as an effective instructional method. In addition to providing opportunities for your members this is a great time to evaluate your program for next year and make a challenge to look at how you can improve your program.

THIS IS HOW we do DECA INSIGHT

DECA INSIGHT

JAN/FEB 2018

EVEN MORE PROFESSIONAL LEARNING OPPORTUNITIES AT ICDC

Education is ever-changing, and DECA knows there is always an opportunity to enhance your teaching and chapter strategy. That's what DECA's new professional learning is all about - fostering a network of educators sharing the best tools for student success. Spread your knowledge with others by sharing "This is How We Do DECA".

DECA Inc. is excited to unveil this outlook on advisor professional learning at the International Career Development Conference (ICDC) in Atlanta, Ga., this April.

The new format will consist of two full days of professional learning, with two session options every hour. Content will address the needs of both new and experienced advisors. Drop in for just one session, or put together your own two-day schedule. You drive the professional learning you'll receive.

In order to provide classroom-ready resources at this professional learning event, we need your input. DECA Inc. is looking for exceptional advisors who can deliver a dynamic 45-minute session or a 15-minute Cool Idea roundtable demonstrating an innovative use of DECA to integrate into classroom instruction, apply learning, connect to business and promote competition. The sessions will be open to up to 200 chapter advisors at ICDC.

The application is present to available at bit.ly/howwedeca. Proposals will be accepted until the date is full, but the priority deadline is February 12, 2018.

Workshops can be directed to either novice or advanced advisors. Advisors presenting must be attending DECA's International Career Development Conference. DECA Inc. will seek approval from the chartered association advisor before selecting final presenters.

Stay tuned to decadirect.org and the ICDC program in March for the complete listing of professional learning series offerings at ICDC.

GET MORE WWW.DECADIRECT.ORG

APPLY FOR A DECA SCHOLARSHIP

Get a scholarship to attend the ICDC professional learning event.

bit.ly/decascholarship

DECA ADVOCACY CAMPAIGN

Promote DECA and Career and Technical Education through DECA's Advocacy Campaign.

bit.ly/decadvoc

JOIN THE CTE MONTH THUNDERCLAP

Join CTE Month around the world on February 1 in support of all CTEs by participating in the Thunderclap social media campaign where you can sign up to post a message about the value of CTE.

bit.ly/thunderclap

ELEVATE YOUR CHAPTER

Planning for your 2018-2019 chapter officer team? Check out these chapter strategy resources.

bit.ly/decadev

DECA EXAM BLUEPRINTS

Get the breakdown of performance indicators on the association level and ICDC competitive events exams.

bit.ly/examblueprint

E-LEARNING WEBINARS

DECA has a library of on-demand webinars awaiting to help guide your role as a DECA advisor.

bit.ly/decawebs

WHO

5,300
high school
teachers

WHERE

5,300
classrooms in
all 50 states +
3 countries

Online

WHEN

**4 times
a year**

Sep/Oct Jan/Feb
Nov/Dec Apr/May

DECA INSIGHT

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

WHY

DIRECTLY REACH THE DECA CHAPTER ADVISOR—FOUR TIMES A YEAR!

- > Get your message directly to DECA chapter advisors.
- > Outside advertising space is limited in each issue, narrowing the reader's attention to your ad.
- > Chapter advisors often file these resources, maximizing your ad's exposure over time.
- > Showcase your company's products and services.
- > This trusted mailing is a DECA advisor's ultimate resource and reliable guide.

RESERVE YOUR AD SPACE

Use the DECA Insertion Order Form and direct your advertising materials or questions to:

DECA INSIGHT

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
COLOR	\$2,500	\$3,000
BLACK AND WHITE	\$1,600	\$1,800

* Member of DECA's National Advisory Board. Ask your DECA Corporate & External Affairs representative for details on either opportunity.

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 Insight is produced on a Macintosh platform and is unable to support Windows-based documents.

FULL PAGE

Safety: 7.875" x 10"

Trim: 8.375" x 10.5"

Bleed: 8.625" x 10.75"

* Call DECA Corporate and External Affairs department to create your integrated media plan.

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA INSIGHT

Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

WHAT



CHAPTER LEADERSHIP PACKET INSERT PROGRAM

Chapter advisors eagerly look for this packet of DECA tips and tools to arrive in their classrooms four times a year.

WHY

BE PART OF DECA'S MOST ANTICIPATED MAILING!

- > Get your brand to reach 5,300 high school classrooms.
- > Choose the month or months you want your insert seen.
- > Coordinate your flyer to correspond with seasonal marketing efforts or your company's own calendar.
- > Provide your printed piece and we do the rest.
- > Capture advisors' and members' attention with your unique designs.

WHO

5,300
high school
teachers

WHERE

5,300
classrooms in
all 50 states +
3 countries

WHEN

**4 times
a year**

Sep/Oct Jan/Feb
Nov/Dec Apr/May

RESERVE YOUR AD SPACE

Use the DECA Insertion Order Form and direct your advertising materials or questions to:

DECA CHAPTER LEADERSHIP PACKET INSERT PROGRAM

Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

RATES + RESTRICTIONS

INSERTION RATES

	MEMBER ORGANIZATION*	NON-MEMBER ORGANIZATION
ADVERTISING PIECE	\$1,000	\$1,200

** Member of DECA's National Advisory Board. Ask your DECA Corporate & External Affairs representative for details on either opportunity.*

PROGRAM RESTRICTIONS

- Insertions are accepted on a first-come basis.
- Send a sample piece to DECA Inc.
- DECA reserves the right to accept or reject advertising of a questionable nature.
- Flyers must not exceed a folded size of 8.5 x 11 inches.
- Deliver 5,500 copies of your piece to our fulfillment house by the deadline.
- Items causing the packet to exceed normal mailing weight will incur additional charges.
- DECA is not responsible for errors in the provided printed pieces.

** Call DECA Corporate and External Affairs department to create your integrated media plan.*

FULFILLMENT HOUSE ADDRESS

Fulfillment House

Attn: DECA "Month" Packet

22880 Glenn Drive, Suite 120

Sterling, VA 20164

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA CHAPTER LEADERSHIP PACKET INSERT PROGRAM

Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

WHAT



DECA

CORPORATE POSTER SERIES

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

WHY

PROMOTE YOUR IMAGE IN THE SCHOOL AND THE COMMUNITY!

- > Reinforce your corporate name recognition with DECA members and educators year-round.
- > Promote training and career opportunities within your company.
- > Showcase your company's products and services.
- > Use-life of these colorful posters is measured in months and even years.
- > Identify yourself as a supporter of the community's successful, progressive DECA program.
- > Sponsorship includes printing, mailing and postage.

WHO

5,300

high school teachers

220,000

high school students

WHERE

5,300

classrooms in all 50 states + 3 countries

WHEN

4 times a year

delivered within the DECA Chapter Leadership Packet
Sep/Oct Jan/Feb
Nov/Dec Apr/May

RESERVE YOUR AD SPACE

Use the DECA Insertion Order Form and direct your advertising materials or questions to:

DECA CORPORATE POSTER SERIES
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

RATES + TECHNICAL SPECS

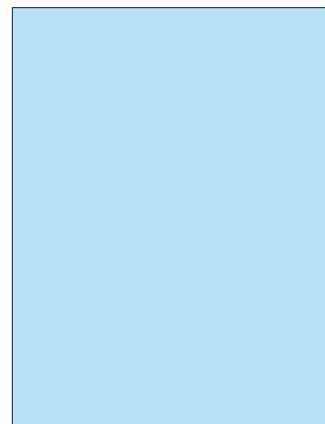
ADVERTISING RATES

	MEMBER ORGANIZATION*	NON-MEMBER ORGANIZATION
OPTION A:	\$5,000	\$5,500
OPTION B:	\$5,500	\$6,000

* Member of DECA's National Advisory Board. Ask your DECA Corporate & External Affairs representative for details on either opportunity.

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 Corporate Poster Series is produced on a Macintosh platform and are unable to support Windows-based documents.



POSTER

Safety: 16" x 21"
Trim: 17" x 22"
Bleed: 17.25" x 22.25"

DESIGN OPTIONS

OPTION A

Assign design of your DECA poster to your in-house graphics department or usual agency. Poster concept must be approved by DECA at least 10 days prior to final artwork being submitted.

OPTION B

Have DECA develop poster copy and design using DECA's professional design staff. In this case, concept and design is submitted for sponsor approval at least seven days prior to press date.

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA CORPORATE POSTER SERIES
Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

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*

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

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

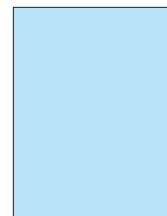
ADVERTISING RATES

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

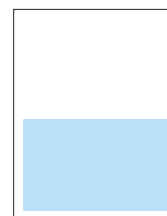


FULL PAGE

Safety: 7.5" x 10"

Trim: 8.5" x 11"

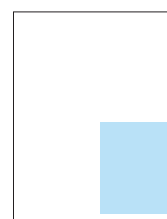
Bleed: 8.75" x 11.25"



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

WHAT



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.

WHY

MAKE ONE-ON-ONE CONNECTIONS WITH DECA MEMBERS AND ADVISORS IN ONE LOCATION

- > DECA's high school International Career Development Conference gives you access to 19,000 students and teachers from all 50 states and three countries.
- > Fall regional conferences draw thousands of students and teachers from up to 15 states.
- > Reach so many potential customers and employees — all in one place! The traffic is incredible.
- > Special events are continually conducted in the exhibit hall: business simulations, karaoke, drawings, campaigns and more!

WHO

ULTIMATE DECA POWER TRIP

1,200 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

COLLEGIATE
INTERNATIONAL CAREER
DEVELOPMENT CONFERENCE

April 13-16, 2019

ORLANDO

HIGH SCHOOL
INTERNATIONAL CAREER
DEVELOPMENT CONFERENCE

April 27-30, 2019

ORLANDO

RESERVE YOUR EXHIBIT SPACE

Contact DECA's Corporate and External Affairs Department for complete exhibit prospectus.

DECA EXHIBITS

Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

RATES + POLICIES

EXHIBIT BOOTH RATES

ULTIMATE DECA POWER TRIP	MEMBER ORGANIZATION*	NON-MEMBER ORGANIZATION
EXHIBIT BOOTH	\$600	\$750

Exhibit fee includes a 6-foot table, draped; two chairs and wastebasket. Fee does not include labor, shipping charges, special lighting, or electrical connections. Exhibits cannot be sublet or shared.

COLLEGIATE ICDC	MEMBER ORGANIZATION*	NON-MEMBER ORGANIZATION
EXHIBIT BOOTH	\$800	\$1,200

Exhibit fee includes a 6-foot table, draped; 3-foot side rails; an 8-foot backdrop; two chairs, wastebasket, 7"x 44" identification signage. Fee does not include labor, shipping charges, special lighting, or electrical connections. Exhibits cannot be sublet or shared.

HIGH SCHOOL ICDC	MEMBER ORGANIZATION*	NON-MEMBER ORGANIZATION
END/CORNER BOOTH	\$1,025	\$1,500
INTERIOR BOOTH	\$900	\$1,200

Exhibit fee includes a 6-foot table, draped; 3-foot side rails; an 8-foot backdrop; two chairs, wastebasket and 7"x 44" identification signage. DECA will also provide necessary security during the hours that the exhibit hall is closed. Fee does not include labor, shipping charges, special lighting, or electrical connections. Exhibits cannot be sublet or shared.

** Member of DECA's National Advisory Board. Ask your DECA Corporate & External Affairs representative for details on either opportunity.*

** Call DECA Corporate and External Affairs department to create your integrated media plan.*

EXHIBIT POLICY

DECA Inc. reserves the right to and will strictly enforce trademark infringements laws. Any product displaying characters and/or names where licensing is necessary (i.e., Disney characters, Hard Rock Cafe, etc.) must submit a copy of the licensing agreement prior to the DECA conference. DECA Inc. also restricts the sale or display of any product (including clothing) that refers to DECA, Marketing Education, Career Development Conference, International Conference, Regional Conference, Collegiate DECA, an Association of Marketing Students or Emerging Leaders and Entrepreneurs.

PRODUCTION QUESTIONS

Direct inquiries and advertising materials to:

DECA EXHIBITS

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



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.

RESERVE YOUR AD SPACE

Contact DECA's Corporate and External Affairs Department to reserve your ad space today.

DECA INC.

Corporate & External Affairs Department
1908 Association Drive
Reston, Virginia 20191-1594
P 703-860-5000
F 703-860-4013

1908 ASSOCIATION DRIVE | RESTON, VA 20191
WWW.DECA.ORG

DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, are treated equally and respectfully. Any behavior in the form of discrimination, harassment or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.