



# GO!

WESTERN REGION  
LEADERSHIP  
CONFERENCE

NOVEMBER 13-15, 2014 | ANAHEIM, CA

GO LEARN MORE AT:

[WWW.WRLC2014.ORG](http://WWW.WRLC2014.ORG)

## ADVERTISEMENT GUIDE



@WRLC2014

#GODECA



FACEBOOK.COM/WRDECA

# GO!

## GO DECA!



Looking to broaden your customer base?  
Do you desire quality employees?  
Looking for career-minded students?

GO! Advertise at the DECA Western Region Leadership Conference!

The conference attendees aren't just high school students. These are student leaders who, along with their advisors, make final purchasing decisions not only for their school stores but also other fundraising events. These career oriented young people are also looking for career opportunities after high school and college.

## GO IMPRESS! | MAKE AN IMPRESSION

Get access to the youth market and our future workforce! Advertisements extend to over 100 schools, 13 states, 50 alumni, and the broader community of our association, which includes parents, teachers, and industry professionals.

- Over 2,000 impressions through printed conference program
- Over 4,000 impressions through association website
- Over 10,000 impressions through active social media networks such as Facebook, Twitter, and more

## GO ADVERTISE!

Promote your message and brand through DECA WRLC advertisements. Your advertisement is featured within the WRLC conference program, a student friendly book that is their GO to guide for the conference.

# GO!

## Advertisement Sizes

- Full Back Cover (color) \$500
- Full Page \$300
- Half Page \$175
- Quarter Page \$100
- Business Card \$50

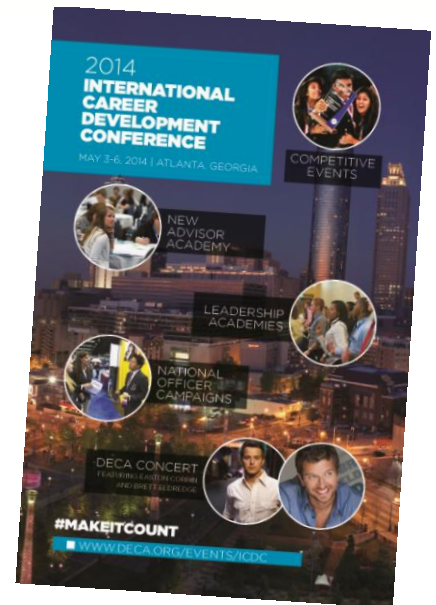
## Special Opportunity!

Advertisement insert in registration packages available! Get access to all conference participants by including flyers, giveaways, or other items into the registration packages.  
*Special GO WRLC Rate: \$300*

## Interested in a WRLC Advertisement?

[partners@wrlc2014.org](mailto:partners@wrlc2014.org)

202-664-1174



*GO connect with us...GO partner with DECA...GO to WRLC 2014!*

## ADVERTISING GUIDELINES

- Payment in full and final artwork are due by advertising due date.
- Rates apply only to black and white, finished camera-ready ads. Any images must be in JPEG format and capable of being inserted into the conference program copy without excessive labor or design work.
- Advertising cancellations will not be accepted after space closing date. Cancellations must be in writing and received and accepted by the publisher before publication layout date.
- The DECA WRLC Planning Committee reserves the right to modify or reject any advertising which is not in keeping with publications standards. No advertising copy submitted will be edited or revised without prior advertiser approval.
- Advertisers assume liability for all content, including text, representation, and illustration of all advertisements printed and assume responsibility for any claims made against the association or its leadership.