

SIGNAL

AFCEA INTERNATIONAL MEDIA



2014 MEDIA KIT

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**We're more than a magazine —
We're AFCEA.**



AUDIENCE

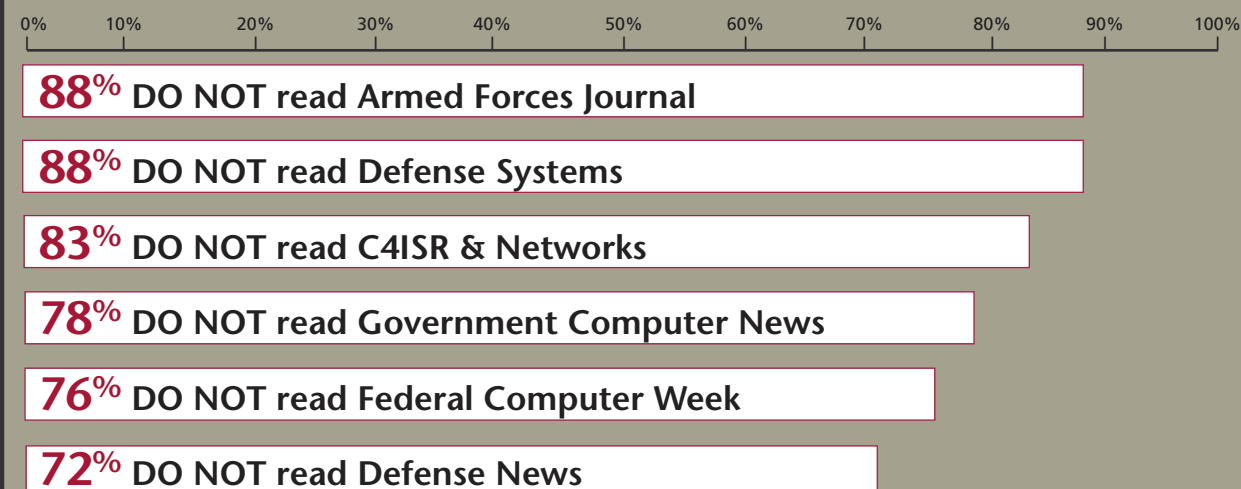
- One-third of readers are active duty military or government/civilian.
- One-third of readers are retired from the military or government and performing similar duties in the private sector.
- The typical reader is 53.3 years old in a corporate executive management or DOD decision-making position.
- Readers are exclusive and dedicated to AFCEA and *SIGNAL* Media.
- Readers are highly educated. 52% have earned advanced degrees. 85% hold baccalaureates.
- Readers are engaged, visionary professionals who want to keep abreast of important developments in their fields.



SIGNAL readers are exclusive and loyal to SIGNAL Magazine.

They do not read other defense and government publications on a regular basis and look to *SIGNAL* for relevant, accurate and clearly presented information.

Percentage of SIGNAL readers who DO NOT read other publications



Source: Readex Reader Study 2012

AUDIENCE

SIGNAL delivers unparalleled market awareness to its advertisers.



SIGNAL's June 2013 cover was featured on the PR Newswire screen in Times Square, New York City, New York, on June 4.

- **96% PAID circulation**
- **32,905 total circulation**
- **2.1 readers per copy**
- **69,101 TOTAL READERS each month**



Sources: Readex Reader survey 2012 and BPA Brand Report, June 2013

SIGNAL's readers value the content and spend time with each issue.



- The average *SIGNAL* reader spends 50 minutes with each issue.

- 41% pass their copies on to at least one other colleague.

- 58% have read all of the last four issues.

- 43% retain their copies for future reference.

SIGNAL Media is an international news organization providing the information needed by upper management decision makers in all branches of defense and government organizations as well as by civilian contractors who serve these decision makers worldwide.

SIGNAL meets the information needs of decision makers and operators in the global defense, security and intelligence communities by providing highly targeted, unbiased and relevant editorial content.

Primary areas of focus that extend throughout all government, military and industry arenas include:

- **Cyber**
- **C4ISR**
- **Intelligence**
- **Cloud**
- **Big Data**

(See the complete topics list on the editorial calendar on pages 14-15).

SIGNAL Magazine is the official publication of AFCEA International, and through that affiliation, it is the only publication that can offer AFCEA's prestige and credibility to its advertisers. The media properties encompass the AFCEA International vision: *"To be the premier information technology, communications, and electronics association for professionals in international government, industry and academia worldwide."* AFCEA International is a trusted event partner with experience supporting each of the military services and agencies across the government.

The content explores new products and applications to include comprehensive coverage of programs and solutions through special reports and stand-alone articles. SIGNAL is recognized for timely, in-depth coverage and insightful reporting on cutting-edge defense and government communications and electronics issues.

SIGNAL is consistently an award-winning publication



SIGNAL Magazine delivers a solid, high quality readership. In addition to its strong audited circulation of 32,905, SIGNAL is actively promoted and distributed at AFCEA events throughout the year. It also is sent directly to a number of high-ranking government officials and agencies focused within the areas of SIGNAL's editorial coverage.

SIGNAL Media evolved from the flagship SIGNAL Magazine and delivers content in a variety of platforms. SIGNAL products are as unique as SIGNAL advertisers, offering a customizable approach to your marketing investment. Available Product Mix attributes include:

- Print:** A long shelf life to facilitate awareness and loyalty
- Digital edition:** Rich media for enhanced visibility
- Online:** Faster distribution and additional unique content
- E-newsletter:** Targeted delivery to individual inboxes
- Webinars and lead generation:** Custom results and leads
- Directories:** Powerful search capabilities
- Social media and blogs:** Reader-driven content and discussion
- Special Interest Editorial:** Native content with professional writing

Advertisements in SIGNAL provide readers with essential insight into the defense, cybersecurity, intelligence and homeland security markets. Readers trust SIGNAL to deliver relevant content through all media. Companies presenting their products and services through SIGNAL advertising find a receptive, dedicated and engaged audience that is ready to take action.

SIGNAL's credibility combined with AFCEA's reputation enables its professional writing staff to have editorial access to top military, government and industry officials. When it comes to media relationships, leaders trust SIGNAL and its unbiased reporting on all subjects, from technology to policy, programs and research. AFCEA members recognize this connection, ranking SIGNAL Magazine as the #1 benefit of their membership.

SIGNAL readers consistently give the award-winning editorial high marks!



✓ **90%**
find the magazine
INFORMATIVE

✓ **86%**
find the magazine
CURRENT WITH
TECHNOLOGY

✓ **82%**
find the magazine
EASY TO READ

✓ **90%**
find the magazine
to be a GOOD SOURCE
OF ELECTRONICS
COMMUNICATIONS
INFORMATION

Source: Readex Reader Study 2012

Benefits of advertising with SIGNAL Media

- Thought leadership through your words and message.
- Problem Solving – Inform key decision makers and users about your specific products and services.
- Free multi-channel advertisement placement and link activation in the digital edition, which includes web browser, pdf, iPad, Android, iPhone and Kindle Fire versions.
- Complimentary website listing in the index to advertisers, which is included in the print, digital and web products.
- Monthly bonus distribution incentives.
- Cost-effective frequency discounts.
- BPA Worldwide audited circulation.
- Distribution to the worldwide AFCEA International membership plus subscribers.
- Long-term exposure to the market.
- Brand awareness.

SIGNAL readers have buying power!

They work with average budgets of \$34.8 million.

63% of readers anticipate purchasing information systems products and services during the next 12 months: The top 3 spends will be on:



- ▲ Networks/laptops
- ▲ Workstations
- ▲ Wireless products/services

50% of readers anticipate purchasing services. The top 3 spends will be on:



- ❖ Training/education/certification
- ❖ Engineering and technical support
- ❖ Consultants

43% anticipate purchasing security-related products and services. The top 3 spends will be on:



- Cybersecurity
- Data security
- Network management

SIGNAL readers take buying action!



SIGNAL Magazine readers are engaged readers. They often take action because of an advertisement they see in SIGNAL.

82% of readers say they took at least one of the following buying actions in the past year as a result of an advertisement they saw in SIGNAL:

- Purchased/Ordered/Recommended a product
- Passed advertisement along to co-workers
- Visited an advertiser's website
- Discussed advertisement with co-workers

Source: Readex Reader Study 2012

SIGNAL offers Value-Added Marketing opportunities for advertisers in every issue.



INCLUDED EVERY MONTH FOR ALL ADVERTISERS:
Your advertisement is replicated in the digital and mobile distribution.



JANUARY: PRODUCT ANNOUNCEMENT

Advertiser may submit a product release for distribution in the January SIGNAL Connections e-newsletter.

FEBRUARY & AUGUST: AD PERCEPTION STUDY

Full-page advertisers receive reader feedback on their message.

MARCH, JULY & NOVEMBER: PRODUCT PROFILES

Advertisers may include a photograph and a 75-word product description for this special print section.



APRIL: LOGO BANNER

Half-page or larger advertisers may submit a logo banner for the SIGNAL website during 2014. Exact placement based on availability.

MAY: BUTTON BANNER

Half-page or larger advertisers may submit a button banner for an SIGNAL Connections e-newsletter during 2014. Exact placement based on availability.



JUNE: RESOURCE LIBRARY POSTING

Full-page advertisers may submit a content syndication document for posting in the SIGNAL Resource Library with 10 leads.

SEPTEMBER & DECEMBER: PRESS RELEASE

Advertisers may submit a press release for posting on the SIGNAL website.



OCTOBER: ADVERTORIAL SPACE

Advertisers may submit a quarter-page black-and-white pdf to run a case study, testimonial or advertorial in a special print section.

AVAILABLE TO PRINT AND ONLINE ADVERTISERS

Advertisers that sign a 12-time frequency contract receive additional incentives. Ask your SIGNAL account executive for details.

▶ LEAD GENERATION & THOUGHT LEADERSHIP

SIGNAL offers proven lead generation vehicles.

Webinars

This interactive medium allows you to partner with *SIGNAL* to deliver essential information to your customers and potential customers. Sponsors of the *SIGNAL* Webinar Series gain high-level visibility as industry experts while generating solid sales leads. Attendees are carefully selected based on criteria supplied by your company from the extensive database of defense and government communications and electronics industry professionals who read *SIGNAL* each month.



SIGNAL Webinar Series sponsors receive:

- Branding as a *SIGNAL* Webinar Series event
- *SIGNAL* senior staff member moderates the broadcast
- A month-long series of customized email invitations sent to a targeted audience
- Logo advertising on the *SIGNAL* website with links to registration
- A full-page, 4-color display advertisement in *SIGNAL* to promote the webinar
- A complete list of all registrants' contact information for highly qualified sales leads
- Webinar archiving for one year for on-demand viewing

75% of *SIGNAL* readers have participated in a webinar in the past 12 months!

SIGNAL Media's Resource Library



Distribute your whitepaper, research, case study, webinar, video or other intellectual documents through *SIGNAL* Media's content syndication and lead generation program. Being branded as part of *SIGNAL*'s Resource Library enhances your industry credibility and provides lead generation through a defined campaign spend approach. This program includes:

Immediate lead notification containing the information on the registration page.

Email promotion of the content availability with additional promotion of the site through print advertisements, web banners and social media.

The minimum investment for this program is \$1,495. The cost includes 23 leads. Additional leads can be purchased at \$50 per lead.

***SIGNAL* Media's Resource Library can be accessed at www.afcea.org/signal/resources**

Native Content through our Special Interest Editorial Program

Combines sponsor content and graphics with *SIGNAL* Magazine's writing expertise to define a problem, explain why there is a problem and describe how a sponsor company can solve that problem. Program published as a 2-page spread with sponsor summary box to include corporate logo and website link. Ask your account executive for pricing and more specific program details, including special tie-ins with *SIGNAL* Webinar Series events.

ONLINE OFFERINGS ◀

Web and E-newsletter

***SIGNAL* Online – www.afcea.org/SIGNAL
40,800 average monthly pageviews**

SIGNAL Online is the award-winning web component of *SIGNAL* Media. The site brings together the content from all media products in one place and offers current news articles written exclusively for the web. At *SIGNAL* Online, in addition to exclusive articles, you will find breaking news, current and archived *SIGNAL* Magazine articles, recent contract awards, leadership videos, career progressions, the *SIGNAL* blog and links to *SIGNAL* Connections e-newsletter, the *SIGNAL* Resource Library, webinars and online directories.

SIGNAL Online Advertising Rates

Skyscraper Banner 120 x 600 pixels	\$1,318/month+
Leaderboard Banner on home page 728 x 90 pixels	\$1,500/month+
Leaderboard Banner on article pages 728 x 90 pixels	\$1,199/month+
Logo Banners – 124 x 124 pixels	\$800/month
Suggested file size is 200K, non-interlaced, GIF or JPEG, 8-bit color format	
Pop-up Banner – 300 x 250 pixels	\$500/month
GIF, JPEG, video flash file link or host	



**AFCEA Website – www.AFCEA.org
158,000 average monthly pageviews**

The AFCEA website is the member, supporter and event participants' access point for the latest association information. Banner advertising appears run of site. Ask your account executive for placement details.

Leaderboard 728 x 90 pixels \$1,800/month+
Suggested file size is 200K, non-interlaced, GIF or JPEG, 8-bit color format
+There may be up to three ads in rotation.

SIGNAL Connections – 30,937 readers

SIGNAL Connections monthly e-newsletter is sent on the 15th of each month. It delivers news, timely articles and local, national and international content. Along with an open rate well above industry averages, each issue receives additional site visits.

SIGNAL Connections Advertising Rates

Top banner 650 x 72 pixels	\$1,442/month
Skyscraper 160 x 600 pixels	\$1,300/month
Button 120 x 60 pixels	\$834/month
Microbar 88 x 31 pixels	\$450/month
Lower banner 650 x 72 pixels	\$1,238/month
All banner files must be submitted as JPEG	

AFCEA Weekly Digest

The AFCEA e-newsletter is sent to 33,000 AFCEA members on every Friday. It includes AFCEA association news and information, event coverage and regional AFCEA chapter calendars and news. This is a sole-sponsorship monthly opportunity. Sponsor will receive leaderboard, mid-text call out, closing text block for each Friday distribution in the sponsorship month. Each issue is archived to deliver additional site visits.

AFCEA Weekly Digest Sponsorship Rates

\$4,000 includes leaderboard, mid-text call-out, 75-word sponsor message with logo. Sponsorship period is start of month to last day of month with distribution each Friday.

AFCEA Weekly Digest Specifications

- Leaderboard: 728 x 90 pixels
- 75-word message supplied as Word document
- Logo supplied a JPEG
- Banner file must be supplied as JPEG

Advertisers receive a 5% frequency discount if placing multiple insertions on *SIGNAL* and AFCEA websites, *SIGNAL* Connections, and/or AFCEA Weekly Digest.

ENHANCED OPPORTUNITIES

Enhance your print advertisement in the digital edition.

In today's world, everyone has a different way of consuming content. *SIGNAL* meets this demand. Every issue of *SIGNAL* features a digital edition on the web, iPad, iPhone, Android tablets, Android smartphones and the Kindle Fire. Your print advertisement in *SIGNAL* is produced and included free of charge in all digital and mobile editions of *SIGNAL* Magazine.

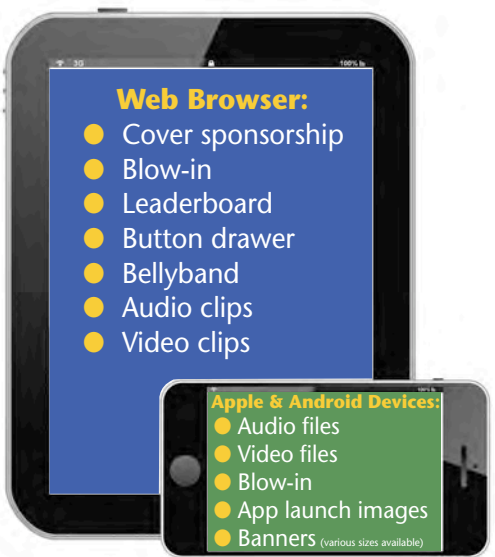
Readers can find *SIGNAL* Magazine on the web, as well as in the Apple App Store, Google Play and Amazon App Store.



Our recent survey results indicate that 58% of the SIGNAL audience owns at least one mobile reading device!

Source: Readex Reader Study 2012

Enhancement options include:



- ▶ Interactive media allows for inclusion of slideshows, 360 animation and Twitter hashtag feeds that work on all devices. Elements of the interactive media are individually priced.
- ▶ Affordable single element insertions and package pricing available through your *SIGNAL* account executive.
- ▶ Please see our digital mobile supplement for enhancement specifications and requirements.
- ▶ An added bonus to your digital and mobile advertising enhancements is tracking. Reporting is available to provide page view, click thru, time spent on page and other information. Tracking is included with your paid enhancement.



SIGNAL's digital and mobile editions are powered by GTxcel.

MULTI-CHANNEL ADVERTISING PROGRAMS

Your *SIGNAL* Account Executive can help you build the perfect customized Multi-Channel Advertising Program.

Advertising bundles help you reach the entire SIGNAL reader audience at every touch point to maximize your exposure and provide return on investment.

SIGNAL offers a wide variety of advertising options. Each advertising campaign is designed to fit the unique desired results for each company. However, here are a few advertising packages to help your program get off to a quick start. Contact your *SIGNAL* account executive for assistance in building the perfect advertising program for your organization.



Comprehensive Bundle:

- 12 full-page print advertisements in *SIGNAL* Magazine
- 12 website leaderboards on *SIGNAL* Online
- 12 e-newsletter buttons in *SIGNAL* Connections or 3 AFCEA Weekly Digest sponsorships
- 2 webinars
- 6 Resource Library papers
- 6 mobile version banners or launch images
- 2 Special Interest Editorial programs published in *SIGNAL* Magazine
- 4 AFCEA International industry-rate conference registrations
- 6 guest blogs published on *SIGNAL* Online

COST: \$135,000 (\$197,888 Value)

Custom Package: (pick 3 or 5 options)

- 3 full-page advertisements or 6 half-page advertisements in *SIGNAL* Magazine (can only be selected once)
- 2 Resource Library papers
- 3 website leaderboards on *SIGNAL* Online
- 3 website skyscrapers on *SIGNAL* Online
- 3 e-newsletter buttons or microbars in *SIGNAL* Connections
- 2 sponsorships of AFCEA Answers Radio Show
- 2 sponsorships of AFCEA Weekly Digest
- 2 e-newsletter skyscrapers in *SIGNAL* Connections
- 2 guest blogs published on *SIGNAL* Online
- 2 AFCEA International industry-rate conference registrations

COST: \$25,195 for 3 Options / \$30,495 for 5 Options

Targeted Message Package:

- 1 Special Interest Editorial or AFCEA Answers Radio Show sponsorship
- 1 webinar
- 3 full-page advertisements in *SIGNAL* Magazine
- 1 website banner of choice on *SIGNAL* Online
- 1 Resource Library paper
- 2 AFCEA International industry-rate conference registrations

COST: \$37,495 (\$57,267 Value)

Thought Leadership Package:

- Choose 1 – Webinar; Special Interest Editorial; or AFCEA Answers Radio Show sponsorship
- 1 half-page advertisement in *SIGNAL* Magazine
- 1 Resource Library paper
- 1 guest blog published on *SIGNAL* Online
- 1 mobile version banner or launch image
- 2 AFCEA International industry-rate conference registrations

COST: \$16,995 (\$24,172 Value)

AFCEA Online Directories

AFCEA Corporate Member Directory sorts into five topical directories to help government, military and industry acquisition specialists find resources in Cybersecurity, Health IT, Intelligence, Education and Homeland Security.



Premium Packages Program options:

Platinum Package

- Leaderboard or skyscraper advertisement for 12 months on directories home pages
- Quarter-page black and white advertisement in the issue of choice
- Priority placement from search engine – choose up to 3 business categories and receive listing within the top 4 search results
- Full-color company logo and a corporate official photograph in online write-up
- Power search – extend keyword search to within the corporate website to provide directory users one-click access to specific pages of your site

Gold Package

- Leaderboard or skyscraper advertisement for 12 months on directories home pages
- Priority placement from search engine – choose up to 2 business categories and receive listing within the top 4 search results
- Power search – extend keyword search to within the corporate website to provide directory users one-click access to specific pages of your site

Silver Package

- Priority placement from search engine – choose 1 business category and receive listing within the top 4 search results
- Power search – extend keyword search to within the corporate website to provide directory users one-click access to specific pages of your site

Enhanced listing

- Power search – extend keyword search to within the company website to provide directory users one-click access to specific pages of your site
- Full-color company logo and a corporate official photograph in online write-up

Price Structure*:

	Platinum	Gold	Silver	Enhanced
AFCEA Corporate Member	\$3,000	\$2,040	\$900	\$399
AFCEA Sustaining Member	2,250	1,530	675	399
Small Business Owner	2,250	1,530	675	399

* 12-month period.

General Advertising Rates for SIGNAL Magazine

Frequency is based on a 12-month period. Advertisers will be short-rated if they do not earn their contracted frequency rate within a 12-month period from the date of first insertion.
(Figures shown are in U.S. dollars and are payable in U.S. dollars.)

Agency Commission: 15% of gross to recognized agencies on space, color and position provided account is paid within 30 days of invoice date.

New Advertiser Discount: Advertisers (and their parent companies) that have not advertised in the past 18 months and commit to running 3 or more full pages in a contract year qualify for a 10% discount on the earned rate. Advertisers (and their parent companies) that have not advertised in the past 18 months and commit to running 3 or more partial pages in a contract year qualify for a 5% discount on the earned rate. Discount applicable for one year only. This discount does not apply to Small Business Package, Consultant and Micro Business Advertising Package, SIGNAL Connections, SIGNAL Online, AFCEA Weekly Digest or special opportunity promotions.

Cancellations and Copy & Contract Regulations:
Refer to 2014 Rate Card.

Printing: Web offset **Binding:** Perfect Bound

Digital files: Please access the SIGNAL ad portal at <http://adportal.afcea.org> for detailed file preparation and submission instructions. The preferred file format is PDF X/1A:2001. Files should be created with the specification guidelines outlined in the PDF Creation Help section on the ad portal. Downloadable Distiller Job Options are available if using this program to convert files. Other acceptable files are EPS, TIFF and JPEG.

Important notes: Elements must be CMYK, Grayscale or Black Monotone. Pantone, RGB, index and Lab colors will be converted to CMYK. Spot color that is not CMYK will be converted. PMS and fifth colors not processed. File errors occur when ads are not created to size, use non-Adobe non-embedded fonts and use non-CMYK color. Files should not contain ICC profiles or OPI information. Transparencies should be flattened. Please submit ads through the SIGNAL Ad Portal at <http://adportal.afcea.org>. Users must first create an account to login.

BLACK & WHITE	1x	3x	6x	12x
Spread	\$13,427	\$12,877	\$12,367	\$11,560
Full-page	7,066	6,778	6,509	6,084
2/3 page	5,506	5,295	5,069	4,743
1/2 page	4,364	4,208	4,051	3,777
1/3 page	3,064	2,915	2,810	2,647
1/4 page	2,330	2,230	2,152	2,003
1/6 page	1,701	1,623	1,575	1,460
FOUR COLOR	1x	3x	6x	12x
Spread	16,927	16,352	15,840	14,998
Full-page	8,911	8,606	8,339	7,894
2/3 page	7,343	9,902	6,891	6,587
1/2 page	6,219	6,057	5,861	5,618
1/3 page	4,873	4,760	4,640	4,449
1/4 page	4,157	4,083	3,981	3,833
1/6 page	3,525	3,466	3,397	3,305
COVERS	1x	3x	6x	12x
FOUR COLOR				
Cover 4	10,520	10,187	9,822	9,307
Covers 2 & 3	9,828	9,497	9,178	8,705

Consultant and Micro Business Advertising Package

Consultants and Micro Businesses with 9 or fewer employees can increase visibility and gain recognition in the same way larger companies do but at a budget-appropriate rate. The price is low, and the advertisement can range from standard business card reproductions to 3-1/2" x 2" display advertisement.

One insertion	\$800
2-5 insertions	\$750 per insertion
6-12 insertions	\$700 per insertion

Insertions can appear in any issue of choice. Only one submission of advertisement material accepted with each package purchase.

Advertising Dimensions

Trim Size: 8-1/4" x 10-7/8" Minimal bleed size: 8-1/2" x 11-1/8"

Ad sizes	Width	Depth
2-page spread nonbleed*	15-1/2"	10"
2-page spread bleed†*	16-3/4"	11-1/8"
Full-page nonbleed	7"	10"
Full-page bleed†	8-1/2"	11-1/8"
2/3 page	4-9/16"	10"
1/2 page island	4-9/16"	7-1/2"
1/2 page vertical	3-5/16"	10"
1/2 page horizontal	7"	5"
1/3 page vertical	2-3/16"	10"
1/3 page square	4-9/16"	5"
1/4 page	3-5/16"	5"
1/6 page vertical	2-3/16"	5"
1/6 page horizontal	4-9/16"	2-3/16"

† Set crop marks to trim size. Leave 1/8" padding.

* Gutter minimum: 1/2".

Small Business Package:

The SIGNAL Small Business Advertising Package introduces and reinforces a company's message by providing three insertions for one low price in the SIGNAL issues of choice. Available to all companies with 50 or fewer employees, this package also includes assistance in choosing the best strategic issues for a company's message and help for companies that do not currently have creative material.

Small Business Package Rates*

	B&W	4-Color
1/2 page	\$8,006	\$8,607
1/3 page	5,616	6,216
1/4 page	4,268	4,870
1/6 page	2,974	3,522

* All rates are net. No agency discount.

See Pages 9 for online and e-newsletter advertising rates.

2014 Editorial Calendar

Each issue of **SIGNAL** features
BONUS DISTRIBUTION
beyond the BPA Audited circulation!

* Bonus Distribution and Marketing Incentives subject to change. Check with your account executive before placing insertion order.
For editorial submission deadlines please visit www.afcea.org/signal/mediakit/editorialcalendar.asp

ISSUE	PRIMARY FOCUS	TOPICS <small>Additional non-topic articles in every issue.</small>	BONUS DISTRIBUTION	MARKETING INCENTIVES	DEADLINES
January	C4ISR	<ul style="list-style-type: none"> Defense Economics Acquisition Solutions 	<ul style="list-style-type: none"> Various AFCEA Events 	<ul style="list-style-type: none"> Product Announcement Digital Edition 	SPACE: November 25 MATERIAL: December 5
February	Big Data	<ul style="list-style-type: none"> Big Data Collection Maritime C2 	<ul style="list-style-type: none"> Defending America Cyberspace 2014 New Horizons Conference WEST 2014 Air Force ISR Industry Day 	<ul style="list-style-type: none"> Ad Perception Study Digital Edition 	SPACE: December 24 MATERIAL: January 6
March	Cyber	<ul style="list-style-type: none"> Homeland Security Europe/NATO 	<ul style="list-style-type: none"> AFCEA Homeland Security Conference TechNet Tokyo 5th Annual Cybersecurity Symposium 	<ul style="list-style-type: none"> Product Profiles Section Digital Edition 	SPACE: January 27 MATERIAL: February 5
April	Intel	<ul style="list-style-type: none"> Open Source Intelligence USMC C4ISR 	<ul style="list-style-type: none"> Coast Guard Intelligence Industry Day AFCEA Spring Intelligence Symposium 	<ul style="list-style-type: none"> Logo Banner Digital Edition 	SPACE: February 25 MATERIAL: March 5
May	C4ISR	<ul style="list-style-type: none"> Air Force C4ISR Cloud Forecast 	<ul style="list-style-type: none"> AFCEA SOLUTIONS: Critical Issues in C4I Acquisition Research: Creating Synergy for Informed Change Navy Information Dominance Industry Day 	<ul style="list-style-type: none"> Button Banner Digital Edition 	SPACE: March 25 MATERIAL: April 7
June	Cyber	<ul style="list-style-type: none"> Cyber Operations Geostrategic Threat 	<ul style="list-style-type: none"> AFCEA International Cyber Symposium Emerging Technologies Conference NGA Industry Day 	<ul style="list-style-type: none"> Resource Library Posting Digital Edition 	SPACE: April 25 MATERIAL: May 5
July	Cloud	<ul style="list-style-type: none"> Spectrum Management Disruptive Technologies 	<ul style="list-style-type: none"> Various AFCEA Events 	<ul style="list-style-type: none"> Product Profiles Section Digital Edition 	SPACE: May 26 MATERIAL: June 5
August	Big Data	<ul style="list-style-type: none"> Big Data Mining & Automation Army C4ISR 	<ul style="list-style-type: none"> Various AFCEA Events 	<ul style="list-style-type: none"> Ad Perception Study Digital Edition 	SPACE: June 25 MATERIAL: July 7
September	Intel	<ul style="list-style-type: none"> Mobility/BYOD Intelligence 	<ul style="list-style-type: none"> Various AFCEA Events 	<ul style="list-style-type: none"> Press Release Digital Edition 	SPACE: July 25 MATERIAL: August 5
October	Cloud	<ul style="list-style-type: none"> Asia Pacific Technology Solutions Cloud Security & Recovery 	<ul style="list-style-type: none"> MILCOM 2014 AFCEA Fall Intelligence Symposium TechNet Asia-Pacific International 	<ul style="list-style-type: none"> Advertorial Space Digital Edition 	SPACE: August 25 MATERIAL: September 5
November	C4ISR	<ul style="list-style-type: none"> Tactical Technologies Government Technology Policy 	<ul style="list-style-type: none"> Various AFCEA Conferences 	<ul style="list-style-type: none"> Product Profiles Section Digital Edition 	SPACE: September 25 MATERIAL: October 6
December	Cyber	<ul style="list-style-type: none"> Cybersecurity Unmanned Systems 	<ul style="list-style-type: none"> Various AFCEA Conferences 	<ul style="list-style-type: none"> Press Release Digital Edition 	SPACE: October 27 MATERIAL: November 5

SIGNAL

AFCEA INTERNATIONAL MEDIA

Send all advertising contracts, insertion orders and materials to:

SIGNAL Advertising Headquarters

4400 Fair Lakes Court, Fairfax, VA 22033-3899 USA

Tel: 703-631-6181 or 1-800-336-4583, ext. 6181

Fax: 703-222-8762; E-mail: advertising@afcea.org

Send ad material to: <http://adportal.afcea.org>

SIGNAL Home Page: <http://www.afcea.org/signal>

Senior Director of Advertising: Marsha Carpenter



**We're more than a magazine —
We're AFCEA.**

SIGNAL Account Executive Contact Information:

Greater Washington Area (DC, MD, VA):

Executive Publishing

Mike Gribbin, Molly Deise, Caryn Sierakowski

Tel: 410-893-8003 Fax: 410-893-8004

E-mail: mgribbin@executivepublishing.com

mdeise@executivepublishing.com

csierakowski@executivepublishing.com

Southeast, Midwest and Southwestern U.S.:

(AL, AR, FL, GA, IA, IL, IN, KS, KY, LA, MI,
MN, MO, MS, NC, ND, NE, OH, OK, SC, SD,
TN, TX, WI, WV):

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