

SIGNAL

AFCEA INTERNATIONAL MEDIA



2015 MEDIA KIT

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



▶ A Message from the Associate Publisher



Bev Cooper, Associate
Publisher, SIGNAL Magazine

Programs, requirements and regulations are changing as fast as technology is advancing, and getting it right is complicated but critical, both for warfighters and the industries that support them. This creates an undisputable need for sharing unbiased, accurate and timely information, and that is the heart of the AFCEA International mission. In support of this vital mission, *SIGNAL* Media delivers the most relevant news each day, week, month and year.

I am part of the experienced and capable staff that covers both news and new technology and delivers this content in both innovative and interesting ways. The advertising we carry also supports the ever-changing global security mission, and readers of *SIGNAL* Media have, through word and deed, come to see these advertisements as crucial to keeping them abreast of new products, services and capabilities as well.

I have been part of *SIGNAL* for 30 years, and it is my goal each day to make sure we balance both editorial and advertising content into a product our readers depend on to help them do their jobs and to keep them not just informed, but also educated. To do that, we have to listen, learn and deliver.

I invite you to explore the thought leadership and other marketing opportunities we offer and join us in support of the warfighter and all our military, government and industry partners. In an industry with a signal-to-noise ratio that often seems out of control, *SIGNAL* Media is the right information, without the noise.

Bev Cooper

About *SIGNAL*

SIGNAL Magazine is the official publication of AFCEA International, therefore it is the only publication that can offer AFCEA's prestige and credibility to its advertisers. All the content appearing in *SIGNAL* Media in any form embodies the AFCEA International vision: "To be the premier information technology, communications and electronics association of professionals in international government, industry and academia worldwide." AFCEA International is a well-known and respected membership organization that has served this community since 1946.

The content provides informative, impactful and insightful information—precisely the kind of content that decision makers in all branches of defense and government organizations, as well as civilian contractors, need to meet the challenges of operating in today's complex world of technology and communications.

SIGNAL Media unremittably reports on the technology, operations and policy news that is of interest to this community. The print articles provide in-depth analysis of the subject matter. The online content is brief yet rich in detail to provide readers with a thorough understanding of the topic.

SIGNAL's writing and editorial talent has extensive expertise in the fields of C4ISR, cyber, intelligence, cloud, defense and—most importantly—it has the respect of the key thought leaders in these fields. Its government, military or industry readers are professionals working in these domains. They turn to *SIGNAL* to learn about innovative solutions that help them complete a mission, accomplish an objective, or meet a challenge in an increasingly complex environment.

SIGNAL and its associated media products serve the full breadth and depth of readership by turning information into knowledge they can use and share. Its storied history forms a bedrock of context for a chaotic present and a multi-layered future.

SIGNAL knows the news—and as a result, so do its readers.

Follow us on



Become a fan on

facebook

Link with

LinkedIn

View photos on

flickr™

Who Reads *SIGNAL*?



30,861 BPAWW audited circulation

Readers of *SIGNAL* Magazine are...



In the Active Military or Private Sector...

- One-quarter of readers are active-duty military or government/civilian workers.
- 62% of activity-duty military readers are officer rank (OF-1 through OF-6 or O-1 through O-6).
- 22% of military readers are enlisted rank (OR-1 through OR-9 or E-1 through E-9).
- 22% of industry readers are CEO/president/vice president.
- One-third of readers are retired from the military or government and performing similar duties in the private sector.

Educated and Informed...

- Readers are highly educated. 52% have earned advanced degrees, with 87% holding baccalaureates.
- Readers are engaged, visionary professionals who want to keep abreast of important developments in their fields.

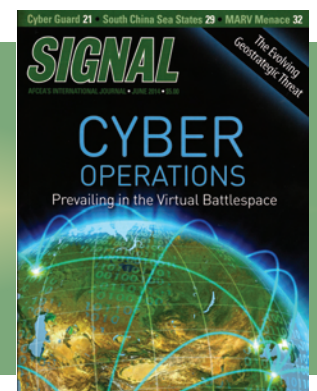
Loyal and Active Readers...

- *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.
- The average *SIGNAL* reader spends 52 minutes with each issue.
- 50% have read 4 out of the last 4 issues.



85% 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



Readers of *SIGNAL* Have Buying Influence

The average reader's organizational budget is **\$26.8 million** for information systems, security and other related products/services. Of this amount, **32.4%** is targeted to information systems purchases.

67% of readers are engaged in the buying process in some way

55% plan to purchase information systems products/services in the next 12 months

Type of product/services our readers are evaluating and purchasing:

- Cloud-based services/infrastructure
- Network management and control
- Wireless products/services
- Software development tools
- Cases/fibers/conductors/electronic circuits

42% plan to purchase security products/services

Type of product/services our readers are evaluating and purchasing:

- Cybersecurity
- Cryptographic software/hardware
- Security assessment/management
- Risk assessment/management
- Mobile device security

45% plan to purchase related products/services

Type of product/services our readers are evaluating and purchasing:

- Systems integration/architecture
- Training/education/certification
- Engineering and technical support
- Cases/cabinets
- Consoles/desks/chairs

A closer look at purchases...

Top planned purchases by our **government** readers:

- 34% Cable/fiber/connectors/electronic circuits
- 28% Network management and control
- 24% Cloud-based systems
- 24% Video equipment/VTC services
- 22% Teleconference services/systems
- 22% Antennas

Top planned purchases by our **industry** readers:

- 24% Wireless products/services
- 23% Cloud-based services
- 22% Network management and control
- 22% Software development tools

Statistics: Reader Survey, June 2014

SIGNAL Media Delivers Content in a Variety of Platforms

SIGNAL products offer a customizable approach to your marketing investment. Available product mix includes:



See package information on page 12 for examples of how to customize your marketing efforts.

SIGNAL is a consistently award-winning publication:



SIGNAL's primary topical focus items are:

- Cyber
- C4ISR
- Intelligence
- Cloud
- Defense

When asked the following statements, readers agreed that *SIGNAL*:

- 90%** is informative
- 87%** is current with new technology and approaches
- 84%** is easy to read
- 82%** is a good source of electronic communication information
- 75%** is relevant to my work
- 74%** has unique content I do not read elsewhere

Achieve Your Marketing Objectives

SIGNAL Media offers advertisers a wide variety of opportunities to engage with its audience. Listed below are the established programs and the resulted actions each offers.

	Branding	Thought Leadership	Lead Generation	Reader Action
Print Advertising	✓			✓
Online Advertising	✓			✓
Webinar Programs	✓	✓	✓	
White Paper Syndication	✓	✓	✓	✓
Special Interest Editorial	✓	✓		✓
E-newsletter Advertising/Sponsorship	✓			✓
EBook Sponsorship	✓	✓	✓	✓



Ask your SIGNAL account executive to work with you to create a customized proposal to help you meet your marketing objectives.

Value-Added Opportunities

SIGNAL Media gives you extra value with each issue. Below are the value-added opportunities available for each month.

January: Logo Banner in SIGNAL Connections
Advertisers may reserve 1 logo banner in *SIGNAL Connections* any month during 2015. Exact placement based on availability.

February & August: Ad Perception Study
Advertisers in the print issue receive reader feedback on their marketing message.

March, July & November: Product Profiles Section
Advertisers may submit a 75-word product/service description with a photo and contact information to appear in a special section of the print magazine.

April & December: Press Release
Advertisers may submit a press release for posting on *SIGNAL Online*.

May: Webinar Credit
Full-page advertisers receive \$5,000 credit toward a *SIGNAL* Webinar. Half-page advertisers receive \$3,000 credit toward a *SIGNAL* Webinar.

June: White Paper Posting in the Resource Library
Advertisers may submit a white paper for posting in the *SIGNAL* Resource Library and receive 10 leads.

September: Website Medium Rectangle Banner Ad
Advertisers may reserve 1 medium rectangle banner ad on *SIGNAL Online* in any month during 2015. Exact placement based on availability.

October: Advertorial Space
Advertisers may submit a quarter-page 4-color advertorial to appear in a special section of the magazine.

PLUS: Every print issue has a digital replica that contains all advertisements.

Available to print and online advertisers

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



Proven Lead Generators

SIGNAL Webinar Series



Partner with *SIGNAL* to deliver essential information to your customers and potential customers through interactive webinars. 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 the sponsor from the extensive database of defense and government communications and electronics industry professionals who are AFCEA members and/or *SIGNAL* readers.

SIGNAL Webinar Series sponsors receive:

- Branding as a *SIGNAL* Webinar Series event
- *SIGNAL* senior staff member moderator
- A month-long series of customized email invitations sent to a targeted audience
- Logo advertising on *SIGNAL Online* with a link to registration
- A full-page advertisement in *SIGNAL* Magazine promoting the webinar
- A complete list of registrant contact information for highly qualified sales leads
- Webinar archiving for one year for on-demand viewing

Access on-demand webinars at www.afcea.org/signal/webinar

SIGNAL Media's Resource Library



Distribute corporate white papers, research, case studies, webinars or video, and receive sales leads through the Resource Library. The program is promoted by email, print advertisements, web banners and social media posts. Sales leads are provided immediately to sponsors for quick follow-up action. Gain thought leadership exposure and generate leads in this defined campaign spend opportunity.

The minimum investment for this program is \$1,495. The investment includes 23 leads with additional leads available for purchase at \$50 per lead.

Access the Resource Library at www.afcea.org/signal/resources

Online/Special Interest Editorial Program

Online advertising offerings



SIGNAL Online

www.afcea.org/signal

41,970 average monthly pageviews

Advertise with *SIGNAL Online*, a news and content site built to deliver breaking news, original articles, contract awards, career advancement details and the *SIGNAL* blog. It also is the home site for all of *SIGNAL* media, with additional relevant content encompassing leadership videos, technology webinars, the Resource Library, *SIGNAL Connections* e-newsletter and EBooks.

SIGNAL Online Advertising Rates per Month

Leaderboard banner on home page	970 x 90 pixels	\$1,500+
Leaderboard banner on articles pages	970 x 90 pixels	\$1,199+
Large Rectangle banner	300 x 250 pixels	\$1,318+
Medium Rectangle banner	300 x 100 pixels	\$800
Launch Pop-up banner	550 x 480 pixels	\$1,800
Medium Pop-Up banner	300 x 250 pixels	\$500+



AFCEA Website

www.afcea.org

88,512 average monthly pageviews

Be seen by the full AFCEA community on the association's home page. The AFCEA website is the member, supporter and event participants' access point for the latest association information. Banners appear nearly run of site; this position does not appear on select event pages, Intelligence Department and Educational Foundation pages.

Leaderboard	728 x 90 pixels	\$1,800/month+
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+This position could rotate among 3 advertisers.

Banner Specifications:

- Space as defined with listing.
- Pop-up banners may accommodate a video flash file link or host; otherwise, file should be submitted as jpeg or gif, suggested file size is 200K maximum.
- Preferred file type of leaderboard and rectangle advertisements is jpeg or gif, with a suggested file size of 200K maximum; however, flash is accepted.

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



Special Interest Editorial Program

Share your organization's solution to a critical problem. A company's expertise is amplified with the professional writing offered by *SIGNAL*. The program provides editorial presence in a 2-page editorial format with imagery, a corporate summary box with logo and website link. Sponsor receives a pdf of final product. Ask your account executive for pricing and more specific program details, including special tie-ins with *SIGNAL* Webinar Series events.

Email Advertising and Sponsorship Opportunities

SIGNAL Connections

29,385 average delivered addresses

Connect to AFCEA members' inboxes through SIGNAL's e-newsletter. Sent on the 15th of each month, SIGNAL Connections delivers news and feature articles on technology and provides local, national and international coverage of AFCEA's far-reaching activities. Along with an open rate of 20%, each issue receives additional site visits on the web at www.afcea.org/signalconnections.

SIGNAL Connections Advertising Rates per Month

Top banner	650 x 72 pixels	\$1,442
Skyscraper	160 x 600 pixels	\$1,300
Logo	125 x 125 pixels	\$834
Microbar	88 x 31 pixels	\$450
Lower banner	650 x 72 pixels	\$1,238

Banner Specifications:

- Space as defined with listing.
- Banner file must be supplied as a jpeg.



AFCEA Weekly Digest

Distribute information to all of the AFCEA membership as part of the AFCEA Weekly Digest e-newsletter. Sent to all members each Friday, the digest includes association news and information, event coverage and regional AFCEA calendars and news. This popular touch-point for association engagement provides a single sponsor the opportunity for exclusive attention.

Sponsor receives: leaderboard banner, mid-text call out, a closing box of a 75-word sponsor message with logo and the option to provide each week's trivia question and answer. Depending on the selected month of sponsorship, sponsor will receive 4 or 5 distributions. **Sponsorship cost is \$4,000 per month.**

AFCEA Weekly Digest Material Specifications:

- Leaderboard banner 728 x 90 pixels, must be supplied as jpeg.
- 75-word message supplied as a Word document or within an email message.
- Logo supplied as a jpeg.
- Trivia question and answer supplied as a Word document or within an email message.



EBooks

Demonstrate your organization as a thought leader on topics of vital concern as part of the EBook program. Topics, such as big data, are introduced from the perspective of the editor-in-chief of SIGNAL for each EBook. The collection of additional topic based articles is chosen by the editor to promote thought leadership and advance information sharing. Sponsors of the EBook topics also provide content as part of the book, integrating their unique industry expertise into the knowledge base.

Sponsor receives:

- Full-page, 4-color advertisement within the EBook
- Full-page "thought leadership" editorial opportunity to include their own expertise
- Logo on the cover of each sponsored EBook
- Company name on each page folio
- Lead information from the EBook downloads
- e-mail promotion campaign
- Mention in advertisements for the EBook program in SIGNAL Magazine banner ad and social media promotion of the EBook program



Digital Enhancement Opportunities

Enhance your print advertisement in the digital edition.

Every issue of SIGNAL features a digital edition available on the web, iPad, iPhone, Android tablets, Android smartphones and the Kindle Fire — 26% of SIGNAL readers access the web version. Your print advertisement in SIGNAL is reproduced in this replica version free of charge, but you can complement your message with additional features:



Available web and tablet enhancements include:

- Cover sponsorship
- Blow-in message
- Leaderboard banner
- Button drawer
- Bellyband
- Audio clips
- Video clips



Available smartphone enhancements include:

- Audio files
- Video files
- Blow-in
- App launch image
- Banners (various sizes available)

Ask your account executive for more details on these options.

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

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 *SIGNAL* reader at every touch point to maximize your exposure and increase return on investment.

SIGNAL offers a wide variety of advertising options and can create a campaign that is unique and specific to meeting your desired results. Here are a few packages that get you off to a quick start. Your account executive can assist you in customizing packages to fit your needs.

Ask your account executive for pricing details.



Thought Leadership Package

- Choose 1 – webinar or special interest editorial
- 1 half-page advertisement in *SIGNAL* Magazine
- 2 Resource Library white papers
- 1 guest blog published on *SIGNAL* Online
- 1 sponsorship of the *AFCEA Weekly Digest*



Targeted Message Package

- 1 special interest editorial
- 1 webinar
- 3 full-page advertisements in *SIGNAL* Magazine
- 3 website banners of choice on *SIGNAL* Online
- 2 Resource Library white papers



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 white papers
- 3 website leaderboards on *SIGNAL* Online
- 3 website launch banners on *SIGNAL* Online
- 3 e-newsletters banners in *SIGNAL* Connections
- 2 sponsorships of the *AFCEA Weekly Digest*
- 2 guest blogs published on *SIGNAL* Online



Digital Package

- 6 advertisements on *SIGNAL* Online
- 6 advertisements in *SIGNAL* Connections
- 2 guest blogs published on *SIGNAL* Online
- 1 Resource Library white paper
- 2 sponsorships of the *AFCEA Weekly Digest*

SIGNAL Magazine Advertising Rates

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 Incentive Available – Ask your account executive for details.

Cancellations and Copy & Contract Regulations: Refer to 2015 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 – submit as Native Files.

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.

Advertising Rates

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	7,121	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

Small Business Package:

This 3-insertion package is available only to companies with 50 or fewer employees: 3 advertisements, 1 price, reach the entire *SIGNAL* Magazine readership. Your account executive can assist you with selecting the appropriate issues to deliver your message. The *SIGNAL* art department is available to help design the ad if needed.

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.

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".

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 as larger companies 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.

See Pages 9 and 10 for online and e-newsletter advertising rates.

* Bonus Distribution and Marketing Incentives subject to change. Check with your account executive before placing insertion order.

ISSUE	PRIMARY FOCUS	TOPICS <small>Additional non-topic articles in every issue.</small>	BONUS DISTRIBUTION	MARKETING INCENTIVES	DEADLINES
January	Cyber	<ul style="list-style-type: none"> • Small Business Innovation • The Internet of Things 	<ul style="list-style-type: none"> • Various AFCEA Events 	<ul style="list-style-type: none"> • Logo Banner in <i>SIGNAL Connections</i> • Digital Edition 	<p>SPACE: November 25 MATERIAL: December 5</p>
February	Defense	<ul style="list-style-type: none"> • The Sea Services • Future Unmanned Systems 	<ul style="list-style-type: none"> • WEST 2015 • Air Force ISR Industry Day • TechNet Tokyo 	<ul style="list-style-type: none"> • Ad Perception Study • Digital Edition 	<p>SPACE: December 24 MATERIAL: January 6</p>
March	Cyber	<ul style="list-style-type: none"> • Critical Infrastructure Security • Air Operations 	<ul style="list-style-type: none"> • NGA Industry Day • AFCEA Homeland Security Conference • AFCEA Air Operations Symposium 	<ul style="list-style-type: none"> • Product Profiles Section in <i>SIGNAL Magazine</i> • Digital Edition 	<p>SPACE: January 27 MATERIAL: February 5</p>
April	Intel	<ul style="list-style-type: none"> • Intelligence, Surveillance & Reconnaissance • Cyber Education & Training 	<ul style="list-style-type: none"> • Coast Guard Intelligence Industry Day • NRO Intelligence Industry Day • NATO C4ISR Industry Conference & TechNet International 2015 	<ul style="list-style-type: none"> • Press Release on <i>SIGNAL Online</i> • Digital Edition 	<p>SPACE: February 25 MATERIAL: March 5</p>
May	C4ISR	<ul style="list-style-type: none"> • JIE • Dual-Use Emergency Techniques 	<ul style="list-style-type: none"> • AFCEA JIE Mission Partner Symposium • AFCEA Spring Intelligence Symposium • AFCEA/GMU Critical Issues in C4I Symposium 	<ul style="list-style-type: none"> • Webinar Credit • Digital Edition 	<p>SPACE: March 25 MATERIAL: April 7</p>
June	Cloud	<ul style="list-style-type: none"> • Cognitive Computing • Marine Corps Technologies 	<ul style="list-style-type: none"> • Navy Information Dominance Industry Day • Defense Acquisition Modernization Summit 	<ul style="list-style-type: none"> • White Paper Posting in the Resource Library • Digital Edition 	<p>SPACE: April 25 MATERIAL: May 5</p>
July	Cyber	<ul style="list-style-type: none"> • Government/Commercial Technologies • Cyber Threats 	<ul style="list-style-type: none"> • Emergency Communications Luncheon • Army Intelligence Industry Day 	<ul style="list-style-type: none"> • Product Profiles Section in <i>SIGNAL Magazine</i> • Digital Edition 	<p>SPACE: May 26 MATERIAL: June 5</p>
August	Cloud	<ul style="list-style-type: none"> • Army Warfighting • Collaborative Technologies 	<ul style="list-style-type: none"> • TechNet Augusta 	<ul style="list-style-type: none"> • Ad Perception Study • Digital Edition 	<p>SPACE: June 25 MATERIAL: July 6</p>
September	Intel	<ul style="list-style-type: none"> • Intelligence • Biometric Identification 	<ul style="list-style-type: none"> • Global Identity Summit 2015 • AFCEA International Cyber Symposium • Intelligence and National Security Summit 	<ul style="list-style-type: none"> • Medium Rectangle Banner on <i>SIGNAL Online</i> • Digital Edition 	<p>SPACE: July 27 MATERIAL: August 5</p>
October	C4ISR	<ul style="list-style-type: none"> • Military Mobile Technologies • Multinational Acquisition 	<ul style="list-style-type: none"> • MILCOM • TechNet Europe 2015 	<ul style="list-style-type: none"> • Advertorial Space in <i>SIGNAL Magazine</i> • Digital Edition 	<p>SPACE: August 25 MATERIAL: September 8</p>
November	Defense	<ul style="list-style-type: none"> • Asia Pacific • Academia Labs • Special Report: Veteran-Owned Small Businesses 	<ul style="list-style-type: none"> • TechNet Asia-Pacific 2015 	<ul style="list-style-type: none"> • Product Profiles Section in <i>SIGNAL Magazine</i> • Digital Edition 	<p>SPACE: September 25 MATERIAL: October 5</p>
December	Cyber	<ul style="list-style-type: none"> • Predictive Analytics • Virtual Training 	<ul style="list-style-type: none"> • Various AFCEA Events 	<ul style="list-style-type: none"> • Press Release on <i>SIGNAL Online</i> • Digital Edition 	<p>SPACE: October 26 MATERIAL: November 5</p>

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, Bob Carll, Caryn Sierakowski

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

E-mail: mgribbin@executivepublishing.com

bcarll@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):

CCollins Associates

Christa Collins

Tel: 352-563-5264 Fax: 352-795-2163

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New England & Northeastern U.S.:

(CT, DE, MA, ME, NH, NJ, NY, PA, RI, VT):

The R.W. Walker Company, Inc.

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