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A Message from the Associate Publisher

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.

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 unremittingly reports on the technology, operations and policy news that is of interest to this community. The print article provides 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.
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

SIGNAL Media Delivers Content in a Variety of Platforms

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

**Print**
- SIGNAL

**Digital Edition**
- SIGNAL

**Online**
- SIGNAL

**E-newsletters**
- SIGNAL

**Webinars**
- SIGNAL

**Lead Generation**
- SIGNAL

**Special Interest Editorial**
- SIGNAL

**EBook**
- SIGNAL

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.

<table>
<thead>
<tr>
<th></th>
<th>Branding</th>
<th>Thought Leadership</th>
<th>Lead Generation</th>
<th>Reader Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Advertising</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Advertising</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webinar Programs</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>White Paper Syndication</td>
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<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Special Interest Editorial</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>E-newsletter</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Advertising/Sponsorship</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBook Sponsorship</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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**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.

**Advertorial Space**

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

+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**

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Resolution</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>650 x 72 pixels</td>
<td>$1,442</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$1,300</td>
</tr>
<tr>
<td>Logo</td>
<td>125 x 125 pixels</td>
<td>$834</td>
</tr>
<tr>
<td>Microbar</td>
<td>88 x 31 pixels</td>
<td>$450</td>
</tr>
<tr>
<td>Lower banner</td>
<td>650 x 72 pixels</td>
<td>$1,238</td>
</tr>
</tbody>
</table>

**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.

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

**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.
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 on 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

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**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 and White. 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.

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**Advertising Rates**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>BLACK &amp; WHITE</th>
<th>B&amp;W</th>
<th>4-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>6,512</td>
<td>6,262</td>
<td>6,011</td>
</tr>
<tr>
<td>1/2 page</td>
<td>3,418</td>
<td>3,287</td>
<td>3,155</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,818</td>
<td>1,749</td>
<td>1,679</td>
</tr>
<tr>
<td>1/6 page</td>
<td>1,333</td>
<td>1,282</td>
<td>1,230</td>
</tr>
</tbody>
</table>

**FOUR COLOR**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>BLACK &amp; WHITE</th>
<th>B&amp;W</th>
<th>4-Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>7,138</td>
<td>6,883</td>
<td>6,510</td>
</tr>
<tr>
<td>1/2 page</td>
<td>4,020</td>
<td>3,865</td>
<td>3,653</td>
</tr>
<tr>
<td>1/4 page</td>
<td>2,398</td>
<td>2,340</td>
<td>2,182</td>
</tr>
<tr>
<td>1/6 page</td>
<td>1,902</td>
<td>1,829</td>
<td>1,730</td>
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</tbody>
</table>

**Small Business Package:**

This 3-insertion package is available only to companies with 50 or fewer employees: 3 advertisements, 1 price, and 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**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>B&amp;W</th>
<th>4-Color</th>
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</thead>
<tbody>
<tr>
<td>1/2 page</td>
<td>$8,006</td>
<td>$8,607</td>
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<tr>
<td>1/3 page</td>
<td>5,616</td>
<td>6,216</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4,268</td>
<td>4,870</td>
</tr>
<tr>
<td>1/6 page</td>
<td>2,974</td>
<td>3,522</td>
</tr>
</tbody>
</table>

* All rates are net. No agency discount.

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**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.
### 2015 Editorial Calendar

#### BONUS DISTRIBUTION

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

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

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