



Chapter Event Marketing Toolkit

You have an event to promote. *SIGNAL* Media can help you get the word out. Check out the various marketing and advertising opportunities to help you promote your chapter events. *SIGNAL* Media's distribution reaches your target audience for members and event attendees.

AFCEA Events Calendar

The first step is to ensure your upcoming event has been added to the AFCEA International calendar for greatest visibility and marketing opportunities.

1. Log onto the member portal
2. Select legacy portal and then "Chapter Calendar Tools"

Now that you've submitted your event, let's help you promote it!

SIGNAL Magazine

AFCEA Chapters can place a 1/3-page ad in *SIGNAL* Magazine for up to 3 months, based on space availability. Create your own or ask *SIGNAL* Media's art director to assist.

1. Email your ad to advertising@afcea.org.
Note: Requests for ad space should be submitted by the 20th of the month two months prior to publication. (If help is needed to design an ad, email requests to webcopyedit@afcea.org.)
2. Additional advertising may be purchased at a discounted chapter rate. Email advertising@afcea.org.
3. Chapters may request bonus copies of *SIGNAL* Magazine for distribution at your event. Email requests to mcs@afcea.org

Note: Monthly meetings and other routine activities are not included in the complimentary advertising program. Chapter events added to the AFCEA calendar are automatically listed in the AFCEA Weekly Digest's upcoming events list.

AFCEA Website

Chapters can place one digital ad on the AFCEA website (300 x 250 pixels) for one month leading up to the event, space permitting. Create your own chapter's ad or ask *SIGNAL* Media's art director to assist. Email advertising@afcea.org for more information.

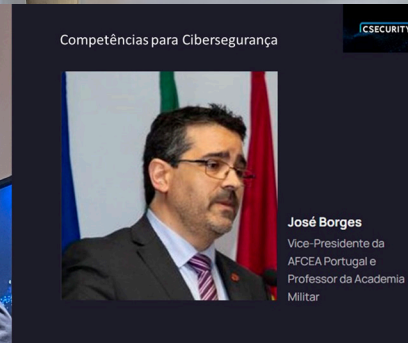
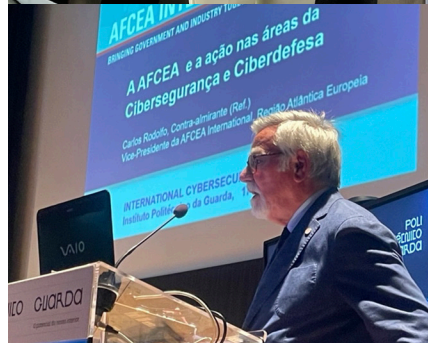
AFCEA Weekly Digest Newsletter

Chapters can submit event or fundraiser details to appear in one issue of AFCEA Weekly Digest newsletter, based on space availability (The Weekly Digest is sent out each Friday).

1. Submit requests to webcopyedit@afcea.org.
2. If requesting more than one week, chapters may buy additional advertising at discounted rates. Email requests to advertising@afcea.org

Please review submission guidelines for print and online advertising

<https://www.afcea.org/signal-media-planner>



Important Event Marketing Information

SIGNAL Media is the official publication of AFCEA International and should be a top-level Media Partner at your events.

1. Include *SIGNAL* Media in all marketing, event-related email correspondence and on your website as the official publication of AFCEA International.
 - a. Find a downloadable logo on the member portal
 - b. Select "legacy portal"
 - c. Browse to Chapter Officer Tools
 - d. Select Marketing Resources
2. Promote *SIGNAL* Media more prominently than third-party, for-profit partnerships.
3. Include the following information in all program or event listings for sponsors: *SIGNAL* Media provides in-depth, relevant and timely news and analysis in the cyber, defense, security, intelligence and related information technology disciplines. wlt serves its audience by gathering and distributing vital information based on journalist ethics.
4. Direct people to the *SIGNAL* website at afcea.org/signal-media.
5. Include the AFCEA member video in your event marketing materials AFCEA Membership - Why Join?

Remember!

SIGNAL Media reporters and editors can moderate your panels and/or cover your event in the local Washington, D.C., area.

Contact Sandra Jontz, VP of Marketing and Communications at sjontz@afcea.org to coordinate coverage or request a moderator. Requests are subject to the availability of staff.

SIGNAL
AFCEA INTERNATIONAL MEDIA

