

# VIRAL MARKETING ... PASS IT ON!



## The 2010 AFCEA SOURCE BOOK

Your ally in the fight against market malaise.

AFCEA's proven prescription injects print and online advertising with social media collaboration at a corporate member-only price.

Enhance your FREE 2010 Source Book corporate listing:

- 1/4 black and white print ad for your company in the Source Book Section of January's *SIGNAL* Magazine.
- A rotating banner for your company on Source Book Online Pages for 12 months.
- Periodic advertisements promoting the Source Book in *SIGNAL* and *SIGNAL Connections*.
- Social Media announcements about the Source Book, including on Facebook and Twitter.

New this year to the Source Book:  
expanded key word search with unlimited corporate category choices.

*If you are not the advertising or marketing decision maker, please pass this information to the appropriate person in your organization.*

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## Source Book 2010 Advertisement and Banner Ad ORDER FORM

Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Contact for Banner Ad: \_\_\_\_\_

Contact's Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Invoice Contact: \_\_\_\_\_

Invoice Address: \_\_\_\_\_

Invoice Contact's Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Return form to SOURCE BOOK BANNERS, 4400 Fair Lakes Court, Fairfax, VA, 22033, or send via facsimile to 703-222-8762.

Send banners electronically to [advertising@afcea.org](mailto:advertising@afcea.org). Invoices will mail in January 2010.

### Visibility

More than 40 percent of Source Book users refer to it multiple times during the year both in print and online, and 23 percent keep the print version for more than a year.

### Pricing

Member \$1,599

Non-Member \$2,999\*

*\*advertisement and banner only*

### How To Sign Up

Signed order form is due by November 6. Print advertisement file is due no later than November 13. Web banner is due no later than December 24.

### Specifications

Print advertisement:  
3-5/16" x 5", send file as hi-res pdf, grayscale.

Banner advertisement:  
728 x 90 pixels, jpg or gif preferred, animation acceptable.

Send all files to [advertising@afcea.org](mailto:advertising@afcea.org)  
by due dates listed above.