

SIGNAL

More than a Magazine: We're AFCEA

AFCEA CHAPTER EVENT MARKETING TOOLKIT

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Why it's important

SIGNAL Media is available to support your chapter and its events. SIGNAL's distribution reaches your target for members and event attendees. The more presence your event has, the more successful it will be.

Chapters can run free print and online advertisements or AFCEA Digest notices to promote a major chapter-related event or a fundraiser for chapter scholarship efforts.

Monthly meetings and other activities are not included in the complimentary advertising program, but if the monthly dates have been entered into the AFCEA International Calendar, chapter activities are automatically included in the AFCEA International Online Calendar and in the AFCEA Digest's upcoming events list.

- **Print:** Chapters can place a 1/3-page ad in one issue of SIGNAL Magazine. These ads may run in up to three issues based on space availability. Chapters can create their own print advertisements, or they can e-mail the information to the Chapter News editor, and SIGNAL's art director will design a print ad for the chapter.
- **Online:** Chapters can place one online ad on the AFCEA Website (300px x 100px) for a period of up to one calendar month before the event. The ad may be in rotation with other chapter ads. If a chapter does not have online advertising material in the appropriate size, we can use our standard chapter online template. For online requests, contact Jennifer Deuterman
- **AFCEA Digest Newsletter:** Chapters can submit event details to run in one issue of the AFCEA Digest one time for each event. Submit requests to Maryann Lawlor

If more space is desired, chapters can purchase advertisements at a discounted rate. Contact Jennifer Deuterman for paid chapter advertising.

- **Chapter News write-ups in print and online. Click [HERE](#).**
- **Bonus distribution of magazines. SIGNAL Magazine is the number one benefit of being an AFCEA member and can be used for recruiting. A membership is less than a subscription! To request magazines, email or call Christina Yanette at c.yanette@afcea.org or (703) 631-6192.**
- **News coverage of local events. When staff is available, SIGNAL will cover your event in the local DC area and will write articles for the Web or print. Contact Bob Ackerman, backerman@afcea.org or (703) 631-6182.**

If you need other event support, contact Bev Cooper at bcooper@afcea.org or 703 631-6184.

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Important Info to Include in Your Event Marketing

Why it's important

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

- Include the following information about **SIGNAL** in any program or event listing for sponsors:

SIGNAL Media provides in-depth, relevant and timely news in the communications and information technology realms of the defense, intelligence and global security communities. It serves its audience by gathering and distributing vital information based on journalistic ethics.

- Be sure to include the **SIGNAL** logo on all event marketing materials.
- List **SIGNAL** as the official publication of AFCEA.
- Include **SIGNAL** logo and link on your chapter website. Click **HERE** for the versions of the **SIGNAL** logo.
- Link the logo and other mentions of **SIGNAL** to the website to: <http://www.afcea.org/signal>.
- Make sure to include the AFCEA member video. Click **HERE**.

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How to Have a SIGNAL Presence at Your Event

Why it's important

Whether it is news coverage, magazines for distribution or *SIGNAL* Media Kits, having a *SIGNAL* presence at your event will provide members and prospects with information relating to their field, partners or sponsors information about advertising and marketing, as well as promotion for your event.

- Include *SIGNAL* in any PowerPoint sponsor slide rotation or at any other appropriate opportunity. We created a slide for you to make it easy! Click [HERE](#) to access it.
- When staff is available, *SIGNAL* will cover your event in the local DC area and will write articles for the Web or print. Contact Bob Ackerman, backerman@afcea.org or (703) 631-6182.
- We will send you copies of *SIGNAL* Magazine to distribute for your events. Place them on registration tables, have them at your booth/table and distribute them at meetings or networking events.

To request magazines, email or call Christina Ynette at c.yanette@afcea.org or (703) 631-6192.

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Special SIGNAL Offers for Chapters & Your Partners

Why it's important

SIGNAL's ability to provide media support is one element of a partnership between headquarters and chapters.

- Chapters can buy additional advertising space at a deep discount.
- Let your companies know that one of the benefits of their membership is an advertising discount. Corporate members receive a 30% advertising discount off of the one-time ad rate in current *SIGNAL* Media Planner, and special web advertising rates are available to corporate members as well.
- Small businesses have special package rates that include ad design if needed.
- *SIGNAL* offers businesses the opportunity to host webinars, and write white papers and ebooks. Use this as a resource to your members and include a link on your chapter website as well. Click [HERE](#).
- The journalists at *SIGNAL* may be available to help moderate or serve on a panel or to help you develop a sponsorship driven thought leadership program. Contact Bev Cooper at bcooper@afcea.org if you would like help with your event from the *SIGNAL* media team.

Don't Forget!

By working together under the arms of AFCEA, we promote not only the mission but the connection we bring one another and the reason why we are all a part of this association.

Please pass on information from your exhibitors and corporate sponsors so they can learn what additional benefits *SIGNAL* offers. We appreciate leads and the opportunity to work together! Contact Jenn Deuterma at jdeuterma@afcea.org or 703-631-6181.

Here is information about SIGNAL Advertising: [CLICK HERE](#)

Here is our full media kit: [CLICK HERE](#)