Letter from the Editor

I am proud to present to you SIGNAL Media, which bridges international, industry, defense and government sectors to deliver an insider’s perspective on today’s most pressing technology issues. Topics range from communications, to cyber, to intelligence, to AI, to a variety of critical information technologies that are needed in a multidomain operating environment.

But SIGNAL Media is more than just a content source. As the official media of AFCEA International, SIGNAL reaches a high level and committed audience that is unique to AFCEA. We help our audience stay current on business trends, technical advances, government and military programs, contract awards and research and development, and we do so in an entertaining and informative format.

SIGNAL Media reporters and editors are dedicated to improving understanding and awareness of the technologies and programs needed for global security. Whether print, online, video or webcast, SIGNAL Media reaches its audience with the right information in the right format at the right time, and I hope you will decide to make your message a part of this great mission.

Robert K. Ackerman
Senior Director, SIGNAL Media
Editor in Chief, SIGNAL Magazine
MORE THAN A MAGAZINE
Why Advertise With SIGNAL?

Our Readers!

OF OUR ACTIVE DUTY MILITARY READERS:

49%
Are officer rank (OF-1 through OF-6 or 0-1 through 0-6)

29%
Are enlisted rank (OR-1 through OR-9 or E-1 through E-9)

OF OUR INDUSTRY READERS:

22%
Are CEO/president/vice president

35%
Are retired from the military or government and performing similar duties in the private sector

SIGNAL READERS ARE...

EDUCATED & INFORMED
SIGNAL readers are engaged, visionary professionals who want to keep abreast of important developments in their fields.

55%
Hold advanced degrees

88%
Hold a bachelor’s degree

LOYAL & ACTIVE
SIGNAL readers are engaged, read SIGNAL Magazine on a regular basis and look to SIGNAL for relevant, accurate and clearly presented information.

77%
“Good source for cyber news”

88%
“Informative”

82%
“A good source of electronic communication information”

77%
“Relevant to my work”

70%
“Unique content I do not read elsewhere”

85%
“Is current with new technology and approaches”

Nearly 50% of readers pass SIGNAL to other readers

Statistics from 2018 Readex Reader survey of all members and subscribers.
Purchasing Behavior

Nearly 70% of SIGNAL readers are engaged in the buying process, and more than half took one of the following buying actions as a result of an advertisement they saw in SIGNAL:

- Purchased/ordered/recommended a product
- Visited an advertiser’s website
- Passed along or discussed advertisement with co-workers

Here are the types of products/services our readers are evaluating and purchasing:

**Information Systems**

61%

Plan to purchase information systems products/services

- Cloud based services/infrastructure
- Network management and control
- Software development tools
- Big data collection/analytics/services
- Wireless products/services
- Architecture/network design services/integration services
- Virtualization
- Mobile networking
- Artificial intelligence
- Cables/fibers/connectors/electronic circuits

**Security**

54%

Plan to purchase security products/services

- Cybersecurity
- Cloud services security
- Network management
- Security assessment/management
- Risk assessment/management
- Mobile device security
- Engineering and integration
- Disaster recovery
- Cryptographic software/hardware
- InfoSec/IA software suites

**Related Products/Services**

48%

Plan to purchase related products/services

- Training/education/certification
- Systems integration/architecture
- Engineering and technical support
- Operations and maintenance
- Recruiting/placement services
- Consoles/desks/chairs
- Cases/cabinets

Statistics from 2018 Readex Reader survey of all members and subscribers.
Your marketing plan defines your path to your goals and guides your decisions throughout the year. SIGNAL Media is your brand to trust with your advertising message. Our specialty is developing customized integrated marketing campaigns that meet the objectives of your organization, no matter its size.
Thought Leadership

Thought leadership allows your organization to demonstrate its expertise on relevant topics by defining the challenges and offering solutions to your target audience. SIGNAL Media offers a variety of opportunities for you to share knowledge while providing a valued audience experience and gaining visibility.

Lead Generation

Lead generation is a win-win for both the buyer and seller. Using lead generation tactics in your marketing strategy can boost your ROI.

Targeted Messaging

Creating a targeted message leads to increased sales and better customer experience across all channels. You can choose one or more of our targeted messaging opportunities to achieve your goal. We offer discounts on bundling products.
PRINT ADVERTISING: SIGNAL MAGAZINE

28,062 Circulation (BPAWW Audited)

SIGNAL Magazine, which reaches AFCEA’s members and subscribers monthly, is distributed at annual AFCEA International events, in addition to the monthly events of AFCEA’s 140 chapters worldwide.

<table>
<thead>
<tr>
<th>Advertising Rates (4 Color)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$16,930</td>
<td>$16,350</td>
<td>$15,840</td>
<td>$14,990</td>
</tr>
<tr>
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<td>$8,920</td>
<td>$8,610</td>
<td>$8,340</td>
<td>$7,890</td>
</tr>
<tr>
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<td>$6,060</td>
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<td>$4,640</td>
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<td>$4,085</td>
<td>$3,980</td>
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<tr>
<td>Cover</td>
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<td>$9,825</td>
<td>$9,310</td>
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<tr>
<td>Cover 4</td>
<td>$9,830</td>
<td>$9,500</td>
<td>$9,180</td>
<td>$8,710</td>
</tr>
</tbody>
</table>

Black & White advertising rates available upon request.

SMALL BUSINESS PACKAGE

This three-insertion package is available only to companies with 50 or fewer employees: three advertisements, one price, reach the entire SIGNAL Magazine readership. Your account executive can assist you with selecting the appropriate issues to deliver your message.

<table>
<thead>
<tr>
<th>Rates</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>$5,352 per ad</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$3,732 per ad</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$2,925 per ad</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,496 per ad</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$2,115 per ad</td>
</tr>
</tbody>
</table>

All rates are net. No agency discount. Black and white pricing available.

SPECIAL INTEREST EDITORIAL

COST: $15,000

This distinctive editorial program provides companies with high-quality feature articles written on the topic of their choosing by SIGNAL’s professional writing group. The two-page articles, which will appear in a targeted monthly issue of SIGNAL, are a highly visible way to demonstrate corporate expertise in defining and solving problems to an audience that is receptive to new ideas, unique solutions and advancing technology.

- SIGNAL will provide a professional magazine writer to interview your experts, conduct research for additional details as needed, write, design and edit the final custom editorial.
- The Special Interest Editorial will be promoted in the SIGNAL Resource Library and we will guarantee you 40 qualified leads.
- SIGNAL will provide you with 50 magazine copies of the issue
- Your company will be listed in the index of advertisers; and will appear in all places content from the issue of publication appears.
<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Bonus Distribution</th>
<th>Value Added</th>
<th>Bonus Distribution</th>
<th>Space</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>MOBILE/WIRELESS INDUSTRY SOLUTIONS</td>
<td>CERTS, Various Chapter Events</td>
<td></td>
<td></td>
<td>11/25</td>
<td>12/03</td>
</tr>
<tr>
<td></td>
<td>THE CYBER EDGE SPONSORSHIPS AVAILABLE.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>NAVAL OPERATIONS SPECTRUM ALLOCATION/MANAGEMENT</td>
<td>WEST, Various Chapter Events</td>
<td>Ad Perception Study</td>
<td></td>
<td>12/20</td>
<td>01/06</td>
</tr>
<tr>
<td></td>
<td>Value Added: Ad Perception Study</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>ARMY RF/NETWORK MODERNIZATION</td>
<td>AFCEA</td>
<td></td>
<td></td>
<td>01/20</td>
<td>02/03</td>
</tr>
<tr>
<td></td>
<td>SUPPLY CHAIN SECURITY</td>
<td>Spring Intel, Signal Conference, Various Chapter Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>ADDITIVE/3D MANUFACTURING</td>
<td>Various Chapter Events</td>
<td></td>
<td></td>
<td>02/24</td>
<td>03/03</td>
</tr>
<tr>
<td></td>
<td>THE CYBER EDGE SPONSORSHIPS AVAILABLE.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>NATO CLOUD CAPABILITIES</td>
<td>Various Chapter Events</td>
<td></td>
<td></td>
<td>03/23</td>
<td>04/06</td>
</tr>
<tr>
<td>September</td>
<td>INTELLIGENCE IDENTITY MANAGEMENT</td>
<td>Intelligence &amp; National Security Summit, Various Chapter Events</td>
<td></td>
<td></td>
<td>07/22</td>
<td>08/05</td>
</tr>
<tr>
<td>October</td>
<td>INDO-PACIFIC</td>
<td>TechNet Indo-Pacific, Various Chapter Events</td>
<td></td>
<td></td>
<td>08/24</td>
<td>09/04</td>
</tr>
<tr>
<td>November</td>
<td>JOINT OPERATIONS AIR FORCE ADVANCES</td>
<td>Various Chapter Events</td>
<td></td>
<td></td>
<td>09/24</td>
<td>10/05</td>
</tr>
<tr>
<td>December</td>
<td>AI/MACHINE LEARNING OPERATING IN EXTREME ENVIRONMENTS</td>
<td>Various Chapter Events</td>
<td></td>
<td></td>
<td>10/26</td>
<td>11/02</td>
</tr>
<tr>
<td></td>
<td>THE CYBER EDGE SPONSORSHIPS AVAILABLE.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THE CYBER EDGE
Edged with disruption and grounded in cutting-edge news, The Cyber Edge is SIGNAL Magazine's home for the expanding world of cyber technologies.

THE CYBER EDGE IN SIGNAL MAGAZINE
COST PER ISSUE: $8,500
- Corporate logo on the introduction page.
- Full-page advertisement within The Cyber Edge editorial.
- One white paper posted in the SIGNAL Online Resource Library lead generation program with 25 free leads.
- Your ad featured in the digital PDF of The Cyber Edge issue section.
- Leads from The Cyber Edge downloads in the SIGNAL Resource Library
- The Cyber Edge section is published January, April, July and October.

THE CYBER EDGE WEBSITE SPONSORSHIP
COST PER MONTH: $5,000
- Sponsored Content: Your company’s content will appear on The Cyber Edge home page for one month.
- Leaderboard (970x90)
- Large rectangle (300x250)
- One cyber related white paper in the SIGNAL Resource Library
- Sponsored video on the home page

* Limited to 3 sponsors per month

THE CYBER EDGE NEWSLETTER
COST PER MONTH: $4,000
- Sponsored Content within the body of the newsletter.
- Top and Bottom Banner leaderboard (560x40).

THE CYBER EDGE THOUGHT LEADER VIDEO
COST: $20,000
Highlight your corporate expertise through a video program featuring up to two of your thought leaders. This 30-minute discussion occurs in a newsroom studio and is moderated by a professional journalist from SIGNAL Media. The video program will be hosted on The Cyber Edge web site for a month and distributed in an issue of The Cyber Edge enewsletter. It will also be made available in mp4 format for your own use. The video filming is in the Washington, D.C., area.

THE CYBER EDGE PRODUCTS CAN BE BUNDLED FOR SIGNIFICANT SAVINGS
EMAIL MARKETING

SIGNAL Media produces a variety of e-newsletters that offer branding, product highlight and thought leadership opportunities for your business. Reach members and subscribers directly in their inbox with our weekly and monthly newsletters.

SIGNAL CONNECTIONS

SIGNAL Connections, sent mid-month, delivers content from SIGNAL’s award-winning team of writers and editors directly to your email inbox. Feature and news topics include acquisition, technology, defense operations, homeland security, intelligence and AFCEA event coverage. The e-newsletter also includes links to the most current issue of SIGNAL Magazine as well as AFCEA Chapter News and activities.

SIGNAL Connections Advertising Rates per Month

<table>
<thead>
<tr>
<th></th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top &amp; Lower Banner</td>
<td>560 x 40 pixels</td>
<td>$3,000</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$2,000</td>
</tr>
<tr>
<td>Square Banner</td>
<td>160 x 160 pixels</td>
<td>$1,500</td>
</tr>
<tr>
<td>Sponsored Thought Leadership</td>
<td>75 words</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

AFCEA WEEKLY DIGEST

The AFCEA Weekly Digest e-newsletter sent to all AFCEA members four or five times a month on every Friday. It includes information about upcoming association and chapter events as well as special offers, scholarship and award opportunities, and resources of particular interest to the AFCEA community. The Weekly Digest also features AFCEA’s calendars at a glance.

AFCEA Weekly Digest Advertising Rates per Month

<table>
<thead>
<tr>
<th></th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top &amp; Lower Banner</td>
<td>560 x 40 pixels</td>
<td>$5,000</td>
</tr>
<tr>
<td>Skyscraper</td>
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</tr>
<tr>
<td>Square Banner</td>
<td>160 x 160 pixels</td>
<td>$3,000</td>
</tr>
<tr>
<td>Sponsored Thought Leadership</td>
<td>75 words</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

SIGNAL SHOW DAILY

Attendees at a variety of AFCEA conferences receive the SIGNAL show daily after each day of the event. Sponsorship of these professionally written reports is a powerful way to expand your event visibility and share your expertise. In addition to logo and banner recognition, sponsors can include a different piece of their own content each day of the Show Daily distribution.

SOLE SPONSORSHIP: $6,000

- 180(px) x 120(px) logo placement with thought leadership paragraph (150 words) on email sent each day of event as well as on the event coverage website. Please provide different copy for each day.
- A listing on the sponsorships page of the event website
- 970 x90 banner on the show coverage page
- 300x205 banner on the event archive page.

PRODUCTLINK NEWSLETTER

Keeping up with the latest products can be a challenge. SIGNAL ProductLink helps solve this problem by providing information about new innovations to its audience. Companies can showcase their products for easy browsing and provide links to their websites for more details.

COST: $1,500

- 170 x170 pixel photo
- Link to your website
- 75-word description of product or services
- Leads from users who clicked your product listing
ENGAGED AUDIENCES ACROSS ALL PLATFORMS

23,652
Average delivered emails for SIGNAL Connections

18,947
Average delivered emails for AFCEA Weekly Digest

23%
Average Open Rate for AFCEA weekly digest

22%
Average click through rate for SIGNAL Connections

18,334
Average delivered emails for ProductLink

19.32%
Average open rate for ProductLink

4,689
Average delivered emails for SIGNAL Show Daily
ONLINE ADVERTISING

The SIGNAL and AFCEA website carry out AFCEA's mission to connect people, ideas and solutions globally. From providing news relevant to audiences across the industry to news about the association; we enable military, government, industry and academia to align technology and strategy to meet the needs of those who serve.

SIGNAL ONLINE
(www.afcea.org/signal)

The SIGNAL website features breaking news and exclusive articles as well as magazine content. It is the entry point for access to all SIGNAL Media products. News channels include Cyber, Defense Operations, Acquisition & Contracting, Homeland Security, Intelligence and Technology.

SIGNAL Online Advertising Rates per Month

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard banner (ROS)</td>
<td>970 × 90 pixels</td>
<td>$2,500*</td>
</tr>
<tr>
<td>Large Rectangle banner (ROS)</td>
<td>300 × 250 pixels</td>
<td>$1,500*</td>
</tr>
<tr>
<td>Medium Rectangle banner (ROS)</td>
<td>300 × 100 pixels</td>
<td>$1,200</td>
</tr>
<tr>
<td>Launch Pop-up banner</td>
<td>550 × 480 pixels</td>
<td>$2,000</td>
</tr>
<tr>
<td>Medium Pop-Up banner (ROS)</td>
<td>300 × 250 pixels</td>
<td>$800*</td>
</tr>
</tbody>
</table>

*This position could rotate among three advertisers.

AFCEA WEBSITE
(www.afcea.org)

The AFCEA website provides information technology, intelligence and global security professionals access to the wealth of knowledge the association offers. From international events to membership and chapter initiatives, visitors have details about AFCEA at their fingertips.

AFCEA Website Advertising Rates per Month

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bottom Leaderboard</td>
<td>970 × 90 pixels</td>
<td>$2,500*</td>
</tr>
<tr>
<td>Large Rectangle banner on internal pages</td>
<td>300 × 250 pixels</td>
<td>$2,250*</td>
</tr>
<tr>
<td>Medium Rectangle banner on internal pages</td>
<td>300 × 100 pixels</td>
<td>$1,800*</td>
</tr>
</tbody>
</table>

* This position could rotate among three advertisers.

FILE SPECIFICATIONS

Preferred file type of leaderboard and rectangle advertisements is jpeg or gif with a suggested file size of 200K; however, flash is accepted.

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.
MULTIMEDIA STORYTELLING

SIGNAL Media provides the opportunity for your company to tell your brand story and share your expertise in a variety of ways.

WEBINARS

Our experienced webinar team can help you deliver a comprehensive thought leadership web broadcast. These one hour events, moderated by a senior member of the SIGNAL editorial team, start with your briefing and conclude with an interactive question and answer session. Attendees of webinars are interested in your products and enthusiastic to learn more, which helps you generate leads, establish expertise and solve customer problems.

COST: $15,000

- A month-long series of customized email invitations sent to a targeted audience
- Promoted on SIGNAL’s website and E-newsletters with links to registration
- Full-page ad in SIGNAL Magazine
- SIGNAL Editor-in-Chief or a senior staff member serves as moderator
- Complete list of all registrants’ contact information for qualified sales leads
- One year for on-demand viewing and additional lead generation
- 100 leads with pre and post webinar marketing. Plus, any leads over the 100 lead target.

ONLINE EVENT

With the National Press Club in Washington, D.C., as the backdrop, SIGNAL’s online events elevate the prestige and visibility of your message. Sitting behind a news desk that features your company’s branding, one of SIGNAL Media’s senior level editorial team members will moderate a one-hour discussion with up to two of your company’s subject matter experts.

COST: $23,000

- A month-long series of customized email invitations sent to a targeted audience
- Promoted on SIGNAL’s website and E-newsletters with links to registration
- Full-page ad in SIGNAL Magazine
- SIGNAL Editor-in-Chief or a senior staff member serves as moderator
- Complete list of all registrants’ contact information for qualified sales leads
- One year for on-demand viewing and additional lead generation
- 100 leads with pre and post webinar marketing. Plus, any leads over the 100 lead target.

RESOURCE LIBRARY

Highlight thought leadership in your organization and gain qualified leads. Distribute your white papers, EBooks, case studies, event videos, webcasts, analytical content and more.

COST: $1,500

- 25 leads with the option to purchase additional leads at $60/lead.
- Monthly emails promoting the Resource Library and its new content.
- Weekly lead reports
- Resource listing in the library with customized image or logo

SIGNAL EXECUTIVE VIDEOS

Take advantage of our video capabilities. A SIGNAL senior editor will interview an executive or technology expert within your company to highlight thought leadership bringing visibility to your brand story. Filming takes place at the National Press Club in Washington, D.C., which adds to the prestige of your video.

COST: $7,500

- 10 minute professional video with trimmed versions for promotion
- Promotion of video in the SIGNAL Media Resource Library
- Weekly Lead Reports
- Copy of the video for your promotional use
- Featured on social media accounts and newsletters to promote views
AFCEA BRANDLINK

The Association Advantage

AFCEA BrandLink is your toolbox to optimize the marketing, communications and networking power of AFCEA.

SIGNAL Media products are also offered through AFCEA BrandLink, a marketing portal that connects your brand to the AFCEA world in a unique and customized way. AFCEA’s global reach means we have the capability to deliver your message to a highly engaged audience in ways that are memorable, informative and focused—using all the resources AFCEA has and developing any new ones you need.

AFCEA BrandLink can optimize your own content and media or we can connect the writers, videographers, designers and event planners you need to tell your story at a very affordable rate. Your BrandLink team works to combine media with exhibits and sponsorships to add value to your marketing objectives. AFCEA products and services are available to meet the needs of every size company and all marketing budgets.

The AFCEA BrandLink Director is here to assist with individual media purchases or to develop a custom AFCEA enterprise plan that works for you. Contact Jennifer Deuterman at 703-631-6181 or jdeuterman@afcea.org.

www.afcea.org/AFCEABrandLink

Join AFCEA and take advantage of member benefits and pricing.

www.afcea.org/membership
Event Marketing

OPPORTUNITIES

As a nonprofit association, AFCEA is uniquely positioned to provide effective and affordable events, designed for collaboration, communication and education, on topics critical to global defense and security.

Exhibit booths, sponsorships, engagement theatres, advertising and show daily newsletters connect you to AFCEA's high-level event audience, which averages 40 percent government and military.

SIGNAL Media is the official publication and media provider for AFCEA events. Exhibitors receive an advertising discount, and advertisers expand their message through our bonus distribution at events.

We build thought leadership, content and lead generation programs into every event.

www.afcea.org/events
Print Advertising Specifications

2020 SIGNAL Magazine Specifications

ADVERTISING DIMENSIONS

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Width</th>
<th>Depth</th>
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</thead>
<tbody>
<tr>
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<td>10&quot;</td>
</tr>
<tr>
<td>2-page spread bleed**</td>
<td>16-3/4&quot;</td>
<td>11-1/8&quot;</td>
</tr>
<tr>
<td>Full-page nonbleed</td>
<td>7&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>Full-page bleed</td>
<td>8-1/2&quot;</td>
<td>11-1/8&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4-9/16&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4-9/16&quot;</td>
<td>7-1/2&quot;</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3-5/16&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2-3/16&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4-9/16&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3-5/16&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>2-3/16&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/6 page horizontal</td>
<td>4-9/16&quot;</td>
<td>2-3/16&quot;</td>
</tr>
</tbody>
</table>

Printing Specifications

Trim Size: 8-1/4" x 10-7/8"
Minimal bleed size: 8-1/2" x 11-1/8"
Printing: Web offset
Binding: Perfect Bound

* Gutter minimum: 1/2"
** Set the crop marks to trim size. Leave 1/8" padding. Gutter minimum: 1/2"

DIGITAL FILES

SUBMISSION INSTRUCTIONS:

Submit all advertising material to http://adportal.afcea.org
If you have any questions regarding submission, please contact Jennifer Deuterman, Director of Advertising.
Tel: 703-631-6181 • Email: jdeuterman@afcea.org

FILE FORMAT

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.

COLOR & TRANSPARENCY

Elements must be CMYK, Grayscale or Black Monotone. Pantone, RGB, index and Lab colors will be converted to CMYK. Spot colors 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.

MAILING INSTRUCTIONS

Send all advertising contracts and insertion orders to:
SIGNAL Magazine, Advertising Headquarters
4114 Legato Road, Suite 1000, Fairfax, VA 22033, USA
Submit ad material to: http://adportal.afcea.org
Tel: 703-631-6181
Email: jdeuterman@afcea.org

NEW ADVERTISER INCENTIVES & EXHIBITOR ADVERTISING DISCOUNTS AVAILABLE!
ASK YOUR ACCOUNT EXECUTIVE TODAY!

Advertising Rates: Page 8 • Editorial Calendar with space and material deadlines: Page 9
FINANCIAL POLICIES

CANCELLATIONS

All cancellations must be in writing and received by space deadline. No cancellations can be accepted after space deadline for all SIGNAL Media platforms. Contracts for covers are noncancelable for period contracted.

EXTRAS

Free: Booth Pubsets for trade shows provided upon request. No additional charge for bleed. Inserts, labels, stickers: Supplied inserts accepted.

PREMIUM & GUARANTEED POSITIONS

Page 1: +25%  Page 2: +15%  Page 5: +15%

Guaranteed positions other than premium positions will be charged at regular full-page rates plus 10%.

COPY & CONTRACT REGULATIONS

1. Advertisers and advertising agencies assume liability for all content matter of advertisements inserted in SIGNAL Media products and also assume responsibility for any claims arising therefrom made against the publisher.

2. Insertion orders shall clearly state the following for each insertion: name of publication, name of advertiser, date of insertion, size and shape of advertisement, gross rate of advertisement per insertion and billing address.

3. Failure to make the insertion order correspond in price with the rate schedule is regarded as a clerical error, and publisher will issue billing at the correct rate based on current rate schedule.

4. No conditions, printed or otherwise, appearing on the insertion order, billing instruction or copy instruction that conflict with the publisher's stated policies will be binding.

5. A contract year, or 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap.

6. Failure to meet frequency within a contract year will result in shortrate billing.

7. Cancellation of insertion orders forfeits the right to position protection.

8. All advertisement material and sponsored content are subject to the publisher's approval. The publisher reserves the right to reject advertising and content not in keeping with the publication's brand image. The publisher reserves the right to insert the word "advertisement" or "sponsored content" on any copy that in the publisher's opinion resembles editorial matter.

9. The publisher's liability for any order will not exceed the charge for the advertisement in question.

10. Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by any government or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.

11. If new material is not received by material due date, the most recent advertisement material will be repeated.

12. New advertisers who fail to submit advertisement material will be held financially liable based on the gross cost of the insertion as stated on the insertion order.

13. Requests for specific positions are given consideration but are not guaranteed unless the guaranteed position premium is added to the gross cost of the insertion.

14. All cancellations must be in writing and received by space deadline. No cancellations can be accepted after space deadline. Contracts for covers are noncancelable for period contracted.

15. The index to advertisers is printed as a complimentary service to our advertisers. While care is taken to ensure the accuracy of the listings, publisher does not assume responsibility for omissions or errors.

16. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and separately liable for such monies as are due and payable to the publisher.

17. Prepaid accounts are non-refundable.

18. Advertisers forfeit value added content opportunities if material is not submitted by issue material deadline.

AGENCY COMMISSION

15% of gross to recognized agencies on space, color and position provided account is paid within 30 days of invoice date.

DUAL RESPONSIBILITY

Billing directed to the advertising agency at the net rate is approved on condition that the advertiser accepts dual responsibility for payment if its agency does not remit within 90 days. Should the advertiser prefer direct billing, this billing will be at the net rate on space placed and serviced by an agency, and the advertiser is responsible for remitting 15% earned commission to its agency.
YOUR SIGNAL MEDIA TEAM:

DIRECTOR OF ADVERTISING & BRANDLINK
AFCEA International
Jennifer Deuterman
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E jdeuterman@afcea.org

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