Letter from the Editor

More than a Magazine, We’re AFCEA.

The world today is immersed in challenges that few fully understand, yet understanding is critical to finding solutions—especially in the complex world of global security. I believe the media has a unique role to play in helping people learn and develop the knowledge and perspective they need for better understanding, and I make sure that this philosophy is reflected in all the products produced by SIGNAL Media.

Delivering the most valuable information to our audience is our priority, but we also take great pride in helping government and industry build greater understanding.

I invite you to connect with SIGNAL and its engaged, focused and qualified audience through the targeted products and services we offer. Join us as we enhance knowledge and build better understanding for our warfighters and all of our military, government and industry partners.

SIGNAL Media, the official media of AFCEA International, welcomes you.

Robert K. Ackerman

Senior Director, SIGNAL Media
Editor in Chief, SIGNAL Magazine
MORE

THAN A MAGAZINE
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 onto 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:

<table>
<thead>
<tr>
<th>INFORMATION SYSTEMS</th>
<th>61%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plan to purchase information systems products/services</strong></td>
<td></td>
</tr>
<tr>
<td>• Cloud based services/infrastructure</td>
<td></td>
</tr>
<tr>
<td>• Network management and control</td>
<td></td>
</tr>
<tr>
<td>• Software development tools</td>
<td></td>
</tr>
<tr>
<td>• Big data collection/analytics/services</td>
<td></td>
</tr>
<tr>
<td>• Wireless products/services</td>
<td></td>
</tr>
<tr>
<td>• Architecture/network design services/integration services</td>
<td></td>
</tr>
<tr>
<td>• Virtualization</td>
<td></td>
</tr>
<tr>
<td>• Mobile networking</td>
<td></td>
</tr>
<tr>
<td>• Artificial intelligence</td>
<td></td>
</tr>
<tr>
<td>• Cables/fibers/connectors/electronic circuits</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECURITY</th>
<th>54%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plan to purchase security products/services</strong></td>
<td></td>
</tr>
<tr>
<td>• Cybersecurity</td>
<td></td>
</tr>
<tr>
<td>• Cloud services security</td>
<td></td>
</tr>
<tr>
<td>• Network management</td>
<td></td>
</tr>
<tr>
<td>• Security assessment/management</td>
<td></td>
</tr>
<tr>
<td>• Risk assessment/management</td>
<td></td>
</tr>
<tr>
<td>• Mobile device security</td>
<td></td>
</tr>
<tr>
<td>• Engineering and integration</td>
<td></td>
</tr>
<tr>
<td>• Disaster recovery</td>
<td></td>
</tr>
<tr>
<td>• Cryptographic software/hardware</td>
<td></td>
</tr>
<tr>
<td>• InfoSec/IA software suites</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RELATED PRODUCTS/SERVICES</th>
<th>48%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plan to purchase related products/services</strong></td>
<td></td>
</tr>
<tr>
<td>• Training/education/certification</td>
<td></td>
</tr>
<tr>
<td>• Systems integration/architecture</td>
<td></td>
</tr>
<tr>
<td>• Engineering and technical support</td>
<td></td>
</tr>
<tr>
<td>• Operations and maintenance</td>
<td></td>
</tr>
<tr>
<td>• Recruiting/placement services</td>
<td></td>
</tr>
<tr>
<td>• Consoles/desks/chairs</td>
<td></td>
</tr>
<tr>
<td>• Cases/cabinets</td>
<td></td>
</tr>
</tbody>
</table>

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.
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.

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.

Thought Leadership

Thought leadership allows your organization to be an authority on relevant topics by delivering the answers to the biggest questions on the minds of your target audience. SIGNAL Media has created distinct opportunities for your organization to tailor its messaging to what readers want to know.
PRINT ADVERTISING: SIGNAL MAGAZINE

28,380 Circulation (BPAWW Audited)

SIGNAL Magazine, which reaches AFCEA’s members monthly, is distributed at more than 17 annual AFCEA International events, in addition to the monthly events of AFCEA’s 150 chapters worldwide.

Advertising Rates (4 Color) | 1x  | 3x  | 6x  | 12x
--- | --- | --- | --- | ---
Spread | $16,930 | $16,350 | $15,840 | $14,990
Full-page | 8,920 | 8,610 | 8,340 | 7,890
2/3 page | 7,340 | 7,120 | 6,890 | 6,590
1/2 page | 6,220 | 6,060 | 5,860 | 5,620
1/3 page | 4,875 | 4,760 | 4,640 | 4,450
1/4 page | 4,160 | 4,085 | 3,980 | 3,835
1/6 page | 3,525 | 3,470 | 3,400 | 3,300
Cover | 1x  | 3x  | 6x  | 12x
Cover 4 | $10,520 | $10,190 | $9,825 | $9,310
Covers 2 & 3 | 9,830 | 9,500 | 9,180 | 8,710

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.

Rates | Color
--- | ---
Full-page | $5,733 per ad
1/2 page | 2,866 per ad
1/3 page | 2,073 per ad
1/4 page | 1,623 per ad
1/6 page | 1,176 per ad

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

CONSULTANT & MICRO BUSINESS ADVERTISING PACKAGE

Insertions can appear in any issue of choice. Only one submission accepted with each package purchase.

Consultants and Micro Businesses with 9 or fewer employees can increase visibility and gain recognition at a budget-appropriate rate. Advertisements can range from standard business card reproductions to 3-1/2” x 2” display advertisements.

Rates
---
1 insertion | $800
2–5 insertions | $750 per insertion
6–12 insertions | $700 per insertion

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 highly receptive to new ideas, unique solutions and advancing technology.

NEW ADVERTISER INCENTIVES & EXHIBITOR ADVERTISING DISCOUNTS AVAILABLE! ASK YOUR ACCOUNT EXECUTIVE TODAY!
### 2019 EDITORIAL CALENDAR

#### SIGNAL’S QUARTERLY SPECIAL SECTION

<table>
<thead>
<tr>
<th>Month</th>
<th>Section</th>
<th>Value Added</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>SHAPING THE CLOUD</td>
<td>Value Added: Logo banner in SIGNAL Connections</td>
<td>Bonus Distribution: CERTS, Various Chapter Events</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SPONSORSHIPS AVAILABLE!</td>
<td>Space: 11/23</td>
</tr>
<tr>
<td>April</td>
<td>NATO CRITICAL INFRASTRUCTURE</td>
<td>Value Added: Press Release to be posted on SIGNAL website</td>
<td>Bonus Distribution: Foreign Naval Maritime Threat Symposium</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SPONSORSHIPS AVAILABLE!</td>
<td>Space: 02/22</td>
</tr>
<tr>
<td>July</td>
<td>MICROELECTRONICS</td>
<td>Value Added: Product Profiles</td>
<td>Bonus Distribution: TechNet Augusta, Various Chapter Events</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SPONSORSHIPS AVAILABLE!</td>
<td>Space: 05/24</td>
</tr>
<tr>
<td>October</td>
<td>DEFENSE ELECTRONICS</td>
<td>Value Added: Advertorial Space</td>
<td>Bonus Distribution: MILCOM, Various Chapter Events</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SPONSORSHIPS AVAILABLE!</td>
<td>Space: 08/23</td>
</tr>
<tr>
<td></td>
<td>MILITARY IoT</td>
<td>SPONSORSHIPS AVAILABLE!</td>
<td>Space: 09/23</td>
</tr>
<tr>
<td>December</td>
<td>ROBOTS THE UNSEEN INFRASTRUCTURE</td>
<td>Value Added: Press Release to be posted on SIGNAL website</td>
<td>Bonus Distribution: Various Chapter Events</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SPONSORSHIPS AVAILABLE!</td>
<td>Space: 10/25</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 highlights threats and solutions built around interviews with key government/military and cyber leaders.

THE CYBER EDGE IN SIGNAL MAGAZINE

COST PER ISSUE: $7,900

- 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.
- Digital PDF of The Cyber Edge issue section.
- Leads from The Cyber Edge downloads on the SIGNAL Media website.
- Published January, April, July and October.

THE CYBER EDGE ONLINE

COST PER MONTH: $3,500

- Sponsored Content: Your company’s content will appear on The Cyber Edge home page for the month.
- Leaderboard (970x90) on the home page and on all internal pages rotating throughout the site.
- Large rectangle (300x250) ad on internal pages of The Cyber Edge.
- One white paper or other content in the SIGNAL Online Resource Library during the term of the contract. Receive leads that are generated from the paper during the program.
- Sponsored video on the home page
- Top and bottom banner with sponsored content in the The Cyber Edge monthly newsletter.

THE CYBER EDGE NEWSLETTER

COST PER MONTH: $2,000

- 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 DC area.

THE CYBER EDGE PRODUCTS CAN BE BUNDLED FOR SIGNIFICANT SAVINGS
Cybersecurity Faces Challenges in Congress

Lawmakers push for fellow legislators to step up digital protections.
EMAIL MARKETING

SIGNAL Media produces a variety of e-newsletters that offer branding opportunities for your business. Reach members with the monthly SIGNAL Connections, the AFCEA Weekly Digest and SIGNAL Show Daily newsletters that cover all major AFCEA events. You can also take advantage of our custom email newsletters such as ProductLink which highlight your company products and services for the AFCEA audience.

SIGNAL CONNECTIONS

25,714 average delivered addresses

Sent on the 15th of each month, SIGNAL Connections delivers news on technology, C5ISR and intelligence and provides local, national and international coverage of AFCEA’s far-reaching activities.

SIGNAL Connections Advertising Rates per Month

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>560 x 40 pixels</td>
<td>$1,440</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$1,300</td>
</tr>
<tr>
<td>Logo</td>
<td>160 x 160 pixels</td>
<td>$830</td>
</tr>
<tr>
<td>Lower banner</td>
<td>560 x 40 pixels</td>
<td>$1,240</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>150 words</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

AFCEA WEEKLY DIGEST

Sent to all members every Friday, the AFCEA Weekly Digest includes association news and information, event coverage and regional AFCEA calendars and news. Depending on the month, sponsors will receive 4 or 5 distributions.

AFCEA Weekly Digest Advertising Rates per Month

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top &amp; Lower Banner Sponsorship</td>
<td>560 x 40 pixels</td>
<td>$3,000</td>
</tr>
<tr>
<td>Skyscraper Sponsorship</td>
<td>160 x 600 pixels</td>
<td>$2,000</td>
</tr>
<tr>
<td>Logo Sponsorship</td>
<td>160 x 160 pixels</td>
<td>$1,500</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>150 words</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

SIGNAL SHOW DAILY

Comprehensive editorial coverage of major AFCEA events emailed to attendees each day.

SOLE SPONSORSHIP: $6,000

Our Show Daily emails are sent each day of the events with pictures of highlights the topics discussed. Sole Sponsorship allows you to provide thought leadership and generate leads. Your messaging can change each day of the event. Sponsors can include a 180(px) x 120(px) image to accompany the text.

PRODUCTLINK NEWSLETTER

Emails are sent the same month as major AFCEA events and include the event attendee list as well as the AFCEA membership list.

COST: $1,500

- 170 x 170 pixel photo with corporate information on email sent each day of event
- Link to your website
- 75-word description of product or services
- Leads from users who clicked your product listing
ENGAGED AUDIENCES ACROSS ALL PLATFORMS

25,714
Average delivered emails for SIGNAL Connections

23,693
Average delivered emails for AFCEA Weekly Digest

20%
Average Open Rate for AFCEA weekly digest

9%
Average rate click through 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

Have presence on our SIGNAL Media Website, packed with articles, videos and other multimedia features and the AFCEA Website, with up to date association news, chapter and event information.

SIGNAL ONLINE (www.afcea.org/signal)

60,776 average monthly pageviews

SIGNAL Online Advertising Rates per Month

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size</th>
<th>Cost</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)

177,676 average monthly pageviews

AFCEA Website Advertising Rates per Month

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.

SIGNAL MAGAZINE DIGITAL EDITION

Every issue of SIGNAL features a digital edition available electronically and mobile friendly. 26% of SIGNAL readers access the web version. Your print advertisement is reproduced in this replica version free of charge, but you can complement your message with additional features.

SIGNAL Digital Edition Advertising Rates

<table>
<thead>
<tr>
<th>Placement</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Sponsorship</td>
<td>$800</td>
</tr>
<tr>
<td>Blow-In Banner</td>
<td>$500</td>
</tr>
<tr>
<td>Web Content (iFrame) Blow-In</td>
<td>$500</td>
</tr>
<tr>
<td>Leaderboard Banner</td>
<td>$500</td>
</tr>
<tr>
<td>Button Draw Banner</td>
<td>$500</td>
</tr>
<tr>
<td>Belly Band Banner</td>
<td>$500</td>
</tr>
<tr>
<td>Audio/Video Enhancement</td>
<td>$500</td>
</tr>
<tr>
<td>App Launch Image</td>
<td>$500</td>
</tr>
<tr>
<td>App Banner</td>
<td>$500</td>
</tr>
</tbody>
</table>
**SIGNAL WEBSITE**

60,776

Average page views/month

68%

New visits

**AFCEA WEBSITE**

174,690

Average page views/month

67.5%

New visits

**DIGITAL EDITION**

6,963

Average number of page views/month
MULTIMEDIA STORYTELLING

SIGNAL Media provides the opportunity for your company to tell your brand story in a variety of ways. Gain leads and exposure with these multimedia opportunities.

WEBINARS AND ONLINE EVENTS

Let our expert team help you deliver essential information to a captive audience. This is an interactive way to connect, build trust, create leads and close sales.

COST: UP TO $23,000

- A month-long series of customized email invitations sent to a targeted audience
- Logo on SIGNAL website links to registration
- Full-page, 4-color 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
- Branding as a SIGNAL Webinar Series or Online Event
- Advertisements on SIGNAL’s website and E-newsletters with links to registration
- Webinars are posted online in the SIGNAL Resource Library for additional downloads

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 $50/lead.
- Monthly emails with the latest resources in the library
- Customized lead generation form
- Weekly lead reports
- Resource listing in the library with customized image or logo

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 DC area.

VIDEO STORYTELLING

Take advantage of our video capabilities. A SIGNAL senior editor will interview an executive or technology expert within your company to highlight a product or capability, bringing visibility to your brand story.

COST: $3,995

- 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. 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 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 dailies 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

2019 SIGNAL Magazine Specifications

ADVERTISING DIMENSIONS

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread nonbleed*</td>
<td>15-1/2&quot;</td>
<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 |

DIGITAL FILES

INSTRUCTIONS & FILE SUBMISSION

Please access the SIGNAL ad portal for detailed file preparation and submission instructions. Users must first create an account to login: http://adportal.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
4400 Fair Lakes Court, Fairfax, VA 22033-3899, USA

Tel: 703-631-6181 or 1-800-336-4583 x6181
Fax: 703-222-8762
Email: jdeuterman@afcea.org

Submit ad material to: http://adportal.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%.

AGENCY COMMISION
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.

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 is subject to the publisher's approval. The publisher reserves the right to reject advertising 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.
YOUR SIGNAL MEDIA TEAM:

DIRECTOR OF ADVERTISING & BRANDLINK
AFCEA International
Jennifer Deuterman
T 703–631–9181
E jdeuterman@afcea.org

WASHINGTON AREA (VA, MD, DC) AND SOUTH EASTERN U.S.
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We’re more than a magazine — We’re AFCEA.